

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 81st Street, New York City

Vol. LXXVIII. NEW YORK, FEBRUARY 1, 1912.

No. 5



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When a lad the writer worked in a country store. The verb "worked" is here correctly employed. In that commercial museum there was some muslin that bore the label "Semper Idem." The village collegian, upon being inquired of, reported that these words meant "ever, or always, the same."

That label made a good and lasting impression. If the product is still in use, and has been kept true to its name, there is doubtless a silver lining to the story.

Oh, Mr. Manufacturer, with the sagacity to hold strictly to an "ever-the-same" standard as to your product, know ye not that there are thousands who have never heard of you, who appreciate excellence and who will stick to maintained excellence in a way that will make a manufacturer's fortune?

These seekers after excellence read the newspapers and magazines. Finding them and convincing them has been our occupation for forty-three years.

Philadelphia

New York

Boston

Chicago

Cleveland



THE FEDERALIST



"Put it up to men who know your market"

Different advertising agencies have different methods of seeking and caring for business. We do not intend to criticize other methods; but we think FEDERAL'S plan is about right. We employ no bell-pulling solicitors. The man who gets the business is the man who handles it. Every client gets both personal and organization service. For the man on the account is given the active, interested support of our Copy, Art and Print Departments. The plan is prepared by no one man or department in particular, but by the united conference of our entire staff, presided over by the man on the account.

It was a new business in America—not a sample made up, not a salesman engaged, no office rented. FEDERAL designed the package, arranged the office, put in the systems, lined up the sales force—and then made the advertising plan. We would like to show the advertising beginner in another line just how thoroughly this preliminary work was done. Jobbers, merchants, manufacturers, dressmakers and salespeople were all reached and educated before a line of consumer advertising appeared. Consequently, the usual waste and lost motion was eliminated. We believe that is the right way to begin. Don't you?

Recently an inquiry came to FEDERAL from the Philippines. Perhaps *Printers' Ink* will claim the credit, but we are inclined to believe that the fame of FEDERAL has girdled the globe, in the train of the merchandise of some of our international clients.

A famous New York firm recently decided upon what has been commonly averred is the most radical departure in the industry where it is prominent. It is significant that FEDERAL was chosen to help blaze the way. We like to do business with pioneers. We will even claim

to be pioneers ourselves. In fact, we can prove that we are.

A certain very successful business man known as the leading spirit in a great national business decided to back a new enterprise. His signature would be good on a hundred thousand dollar order, and he might have been argued into such a sizable appropriation. But the idea back of the business was brand new, and FEDERAL does not choose to gamble with the other fellow's money. We asked for a limited amount and upon results in a single state, we'll base our recommendation. Then we *will know*.

We will not deny the assertion that this series of illustrations employed in the advertising of our clients, the Utica Steam & Mohawk Valley Cotton Mills, sets new standards of commercial art. How about it?



If you want to start something new, write

Federal Advertising Agency
243-249 West 39th Street New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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VOL. LXXVIII. NEW YORK, FEBRUARY 1, 1912. No. 5

HOW THE U. C. S. MEETS COMPETITION AND COM- PETITIVE ATTACKS

THE USUAL POLICY OF THE UNITED CIGAR STORES IS TO KEEP SILENT AND DEMONSTRATE ITS SERVICE—THE INTERESTING EXCEPTION—AN ORGANIZED BODY AGAINST A LARGER UNORGANIZED COMPETITOR

By George J. Whelan,
President of the United Cigar Stores
Company, New York.

For a long time the United Cigar Stores Company paid no attention to competitors. We felt that the occasional hostility of other retail cigar dealers and their friends would die a natural death if left alone and we did not try to keep it alive by discussion.

The public itself has never shown any real interest in the quarrel—if it can be called a quarrel when there is only one side taking part. In every case where an attempt has been made to stir up local feeling against our stores, time has always shown that we, and not our competitors, knew what the public wanted. Our stores continued and our competitors found themselves obliged at last to abandon criticism and copy, so far as they could, the methods they had been criticising.

In only one instance have we broken our policy of silence, and taken notice of public attacks. That was in Chicago two or three years ago. The dealers' opposition there became so aggressive that we at length decided to meet the issue, once for all.

We did so by going straight to the public with our side of the story, using advertising space in the daily newspapers, three or four columns wide and more than half a column deep.

In the campaign against us, the other dealers had been playing on local pride and had been attempting to show that their stores were local institutions and that ours were not. We met that by citing the amount of our local investment and giving other facts, as shown in the reproduction of one of the advertisements. The answer was accepted by the public as perfectly satisfactory. It completely silenced the opposition.

The most common form of attack which follows the opening of a United Cigar store, and which these advertisements are intended to discount, is aimed at the chain store idea which looms up in the imagination of some of our competitors as a peculiarly oppressive form of "big business." Some of the arguments are so childish that I hesitate to quote them. However, here is the strongest which the retail cigar dealers of one city could muster for use on a street railway car card:

"With a hand reaching out over the country, the Trust takes every cent of your money to New York at the end of every week.

"Don't send your money to the Octopus in New York."

The dealers who put that advertisement in the cars apparently expected the people to believe that we got our rent free and that it cost our salesmen nothing to live in their city. As a matter of fact, we had not been making any money at all in that particular locality and do not expect to for some months more, so we have been putting money into the town instead of taking it out. That has nothing to do with the case, however. We expect to make a profit sometime, and we do not have to defend that expectation before business men.

But it is interesting, perhaps, to know that the chief opposition

that has developed against us, that is against the chain store idea, is based on the belief that it is possible to make the people of every community do all their business in that community, without reference to other communities, force them to make all their money at home and spend it there!

Another criticism sometimes heard is that we use oppressive methods in getting possession of established retail cigar stores.

This also is purely a dealer objection. We rarely take over a store. Less than one per cent of our stores have been bought outright. When we take over a store, we do it less because we want the store than because we want the man in it. If he were not a good man, he would be of no use to us; under these circumstances, we would then rather have our own store in charge of our own man.

When we do deal with a retail store proprietor, we make him what we consider to be a fair offer. It certainly would not pay us to kill off all the faith of the future salesman at the start by swindling him.

Still another criticism is that we are guilty of unfair competition in placing our stores near existing independent stores and striving to get their business away from them.

This again is also a dealer objection and a very flimsy one. If we have any right to do business we have a right to locate where business may be done. What would other dealers have us do? All other concerns in whatever line of business do it. The department stores mass

together. So do the professional men—the doctors and lawyers. Business always follows the crowd. We are only doing the same.

We pick out a location without reference to competition. Naturally it is strategically located and for the same reason there is likely to be another cigar store in the immediate vicinity.

We have never had a very high opinion of the competition we encounter. It is improving now, and we are glad that it is. The more it improves, the less reason will anybody have to criticize us and the more we shall benefit in consequence, directly and indirectly.

Still another criticism is that we cut prices.

This, also, is a dealer objection and equally foolish with the other criticisms, and misleading. Competitors find fault with our underselling them. We expect they will find fault. That's what we are here to do—to undersell them. But the public, so far as we are aware of its attitude, has not any objection to that.

We do not, however, cut prices on advertised brands, and we do not lower prices for the purpose of driving competitors out of business, or forcing them to sell out cheaply or otherwise, with the intention of raising the prices afterward to recover the lost profits. We never sacrifice profits. Every item we sell carries a profit. Our prices are put down low for an object, and they are fixed for the same object. And when they go down,

The Part UNITED CIGAR STORES Play in the Life of Chicago

It never troubles us very much when someone tells us that to suppose we are all right, that we give value received for the money spent with us, and so on, but that to think his postage might go to the support of local merchants—meaning by that, the masses, individuals or friends to the retail cigar trade whose interests do not extend beyond the confines of Chicago.

We always assume ourselves with the thought that when we give the most extreme of these possible things will pay for us.

There are many other things in that title for we have been in Chicago for eight years. In that time we have paid millions of dollars in taxes, wages, for light and heat, supplies and a thousand other necessities.

In this matter our motto in Chicago was **UNITED** for a year—a million people, most people will admit.

Our Chicago wage account amounts to \$175,000.00 a year, and that is no small amount of money. Through which it does not flow in a steady stream.

It is true that there is something new in all this. Just as hard, we think you'll agree, as the truth of other enterprises which take no note of geography as the legitimate pursuit of business—enterprises that mean of money business as based on the customer's need.

We seldom concern us by truly great sales. Chicago alone a part to be able to buy United Cigar Stores and operated here on such a big scale.

Chicago never has to be had on a good thing, and so good thing even went begging in Chicago.

We are so much a part of Chicago as Marshall Field & Co. because as far as the city affects us a dozen new branches are here.

Relatively they don't get out of United Cigar Stores on any such false grounds as that we have not a hard working first-class distribution system. If it is the day and the day because you have found better cigars than we sell, or as good cigars for less money.

But don't decide before giving us a chance—that would be a square deal.

UNITED CIGAR STORES

CHICAGO COPY THAT REFLECTS A "PUBLIC UTILITY" POLICY

cover the lost profits. We never sacrifice profits. Every item we sell carries a profit. Our prices are put down low for an object, and they are fixed for the same object. And when they go down,

Let your advertising grow
sales by planting copy in

The Farm World Garden Annual

The Farm World circulation comprises 200,000 farmers who dig into the ground and get big crops—the farmers who are responsible for surplus production getting to us people in the city.

Every reader of *The Farm World* is a live, intelligent prospect who has the grasp to appreciate the latest in farm equipment and the better sort of merchandise.

Get in touch with these people in the March number—an issue which will be read by every member of the family.

Advertising forms close February 20.

FREE A New Book, telling about "Getting
a grip on the Agricultural Question"

The Farm World

30 N. Dearborn Street
CHICAGO

Flat Iron Building
NEW YORK

they stay down. Any customer of ours can verify this out of his own experience.

I have spoken of this before, but the output may be worth enlarging upon because *pricing lies at the very root of the success* of the United Cigar stores. It is just as important in its way as the chain store idea, as the gathering of elaborate information and as the conception of service to the consumer.

Any competitor or critic of the United Company who thinks that a successful business could be built up in the cigar line or any other line on the elaborate plan of duplicity suggested by the criticism I have cited has very little knowledge of business or human nature. If we had a monopoly of the field, or a near-monopoly, it might be possible to do it. It has been done to some extent in other lines where there is some measure of control. But we occupy only a small part of the field. We are the largest retail cigar dealers in the country, but are slight in comparison with the enormous unorganized trade.

And most of our business was secured before any effective opposition had sprung up. To-day, however, there are several different chains of cigar stores in New York City and others elsewhere. The process of organizing new chains will doubtless continue and at an increasing rate of speed. As to how many of these claims will reach large proportions, and whether any will be permitted to combine with others are interesting questions, especially in view of the recent judicial interpretation of the Sherman Law.

THE "WHY" OF THE LOW PRICE

Now our conception of pricing is this: We allow ourselves a certain fixed percentage of profit over cost on every cigar and brand of cigarettes or tobacco. The profit is a reasonable one. We can also, of course, buy to advantage. To the first cost and the profit, we add in the percentage of cost of doing business, which as many of the readers of *PRINTERS'*

INK probably know, is small in comparison with the same percentage to other retailers, and in fact, to dealers in many other lines.

Now we could save this cost and turn it into dividends, but that would be a mistake, a short-sighted sacrifice of future business. Our principle is to price as low as is reasonable in order to *under-sell competition, attract patronage and build permanent business*. It is one of the most potent means of accomplishing that purpose. It is the sound principle of small profits and quick sales, which must inevitably win out against any other system of selling when the other factors are equal.

We have realized this fact so thoroughly that we are constantly seeking new ways and means of making it more telling. Take, for instance, one point. Cigars and cigarettes had always been sold at five, ten, fifteen cents, etc.

Before our time, when a *package of cigarettes* had to be sold for at least eleven cents to clear the profit, it was priced at fifteen cents or two for a quarter. When there was a fraction of profit above the logical price, the dealer always took it. When we worked out our system of pricing, we arranged to give the consumer this extra fraction of profit. If the retail price of the cigarette naturally comes to eleven cents, we price them at eleven cents. Or else we do better—we charge twelve cents and give the customer a premium certificate which costs us one cent, but is worth two cents to him. So he is really getting an eleven-cent smoke for ten cents. Our premium certificates also enable us to split profits of less than a cent that otherwise the consumer would not get.

We don't do this from disinterested love for the public, though we make it our business to think a good deal of the public. We do it from policy. We could save a great deal of money at once by raising prices or cutting out premium certificates, advertising, souvenirs, etc., but we should lose an immense amount of good will, which is of incalculable value.

Average Wealth— As Stated in Cows

Incidentally, with butter prices running from 45 cents to 50 cents in New York and proportionally throughout the country, Cows are a pretty good basis of wealth.

Our Uncle Sam tells us that the average number of cows per *farm* throughout this country is three.

Now in Wisconsin there are only 2 counties that fail to reach this total.

And the majority average *not less* than 7 to the acre—to the acre, mind you, for there are mighty few Wisconsin farms but what cover a hundred or more acres.

Also please keep in mind when considering Wisconsinites as prospects, the villainously high price of butter—that is villainously high from *your* standpoint.

But here is one more fact that has a meaning for men who read with their brains. It is this—

The Wisconsin Agriculturist has a far bigger circulation in the seven-cow average counties than in the less favored sections!

Of course we might go on and draw the conclusions from these facts, but what's the use, you have already done that for us.

Perhaps, however, you would like us to furnish other facts for you to do the same with.

If so, just address

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.



Member Standard Farm Paper Association

We do what we do because it pays. We watch all our methods very closely; we do not let a cent go that we dare to save. We want more business, always more business, but we have got to *give something* to get it.

Another criticism is to the effect that we take out of our goods the values we spend in other directions.

This criticism is the easiest of all to refute. The truth is that our stores keep all the brands that any other retailer keeps and more besides. The cigars, cigarettes and tobacco we sell can be divided into three classes—branded goods not our own, which are sold at full retail price; the same goods made for us by the same manufacturers and sold by us under our own brands at a lower price; and goods made only for us and sold under our own brands.

As stated in a previous article, it is our policy to sell our own brands cheaper than the outside or advertised public brands, so as to induce the consumer to patronize our stores exclusively.

THE PSYCHOLOGY OF SMOKING

We do not keep outside brands because we want to, but because we have to. We try to supply everything that is asked for. After a salesman gets to know a customer and the latter likes a certain outside brand, he will let him know as a matter of business that he can get the same cigar under our own brand for a few cents less. He is not allowed to force the United brand on the customer, but merely to give him the information for the latter's own interest. In the majority of cases, the customer appreciates the information and becomes a patron of our brand.

As a matter of fact, the taste of a cigar is about *half imagination*. Hardly two cigars of the same brand are alike in flavor. Cigar quality must vary from month to month and season to season, at least to some extent; that is simply because tobacco *grows* and is not *made*. A dry cigar tastes different from a moist one, and one

that is tight-rolled from one that is loose-rolled.

One man likes a cigar of one shape and does not like one of a different shape. I believe it makes a difference in the taste as to how the end is clipped off. A cigar that might afford very good satisfaction on a walk might fail to satisfy in the library at home, and if a man's temper or stomach or nervous system is out of gear, there may be no pleasing him.

Consequently, if a man has been prejudiced against the United chain stores, that fact might very easily influence his judgment and taste, if he stopped short at two or three cigars or an occasional smoke.

In the long run, however, quality will win out. Even the difference of only a few dollars per thousand will tell in time. We have noted this again and again. The explanation is simple: Quality is merely what the people want and the preferred leaf is always scarcer than the less agreeable kind. That is the combination which divides tobacco into grades and explains why quality must count in the long run.

These answers cover the chief criticisms and I think are sufficient to show how little truth as a whole there is in them. However, there is undoubtedly a lot of just criticism leveled at us. We are doing as well as we can, but we are not doing half as well as we would like to do.

We all make mistakes, but it is the idea, the motive, behind the business which makes the business grow. As an example of what I mean, I want to cite an incident. The following letter reached my desk the day after New Year's:

New York, Jan. 1, 1912.
Mr. Geo. J. Whelan,
President, United Cigar Stores,
44 West 18th Street,
New York City.

DEAR SIR:—

Your articles in *PRINTERS' INK* regarding the general conduct of the United Cigar Stores' business, are extremely interesting and valuable for the many practical suggestions which can be employed in other lines of business.

The article in the December 28 issue appealed to me with unusual

(Continued on page 12)

Chronicles of New England

Feb. 1.

By HENRY B. HUMPHREY

Quality Appeal in New England

THE area of New England is about 2 2/10% of that of the entire United States (exclusive of Alaska and Island Possessions.) This little 2 2/10% carries nearly 7% of the population. People in New England, for the most part, live close by each other—in cities and towns linked together by steam and trolley and served by dailies and weeklies well edited, crowded with local news, and frequently with overlapping circulations (and that's a good thing).

Now all this means that New England people are *knit together* by personal ties—mutual acquaintance—sectional loyalty—community interest.

Of ten nationally circulated publications—Ladies' Home Journal, McClure's, Literary Digest, Cosmopolitan, World's Work, Collier's, Saturday Evening Post, Everybody's Magazine, Munsey and Woman's Home Companion—I find about 11% of the domestic circulation absorbed by New Eng-

land. Think of that—2 2/10% of the national area buys 11%, and less than 7% of the national population buys 11%—of the domestic circulation of ten representative general magazines. This taste for *Quality* reading matter means *quality* commodities as well.

Where distribution warrants magazine advertising, the advertiser gets "full measure and running over" of advertising value from the *New England* portion of national circulation.

Where, however, the advertiser is not ready for national work, New England offers a *concentrated market* that is *accessible* economically, promptly and directly through *newspapers*. This market achieved, *expansion* of territory and national advertising should logically follow.

The New England manufacturer is in the midst of his best potential market—that *every* manufacturer should consider New England the great goods-buying as well as goods-producing section.

If you are making quality goods, goods that stand the test of critical, careful buyers, you can build up a following in New England that will be loyal and permanent—dealer distribution and consumer demand based on a solid foundation. Let us help you.



H. B. HUMPHREY CO., BOSTON

"The Logical New England Agency"

Does It Evaporate Or Is It Precipitated?

The difference in efficiency between a circulation of 2,000,000 and one of 500,000, other things being equal, is many times greater than 4 to 1.

Assuming that you influence five people to ask for your goods at one store, and assuming that the store has five clerks, each clerk averages one inquiry.

If the goods are not already in stock, each clerk will probably direct the customer into other channels, and he may or may not report to the boss the single inquiry he has received.

With this number of inquiries, the evidence of consumer demand would evaporate.

But assuming that you use a circulation four times as great, each clerk averages four inquiries. Four inquiries become an appreciable demand—it makes a dent. The clerk speaks to the boss. So does the second clerk, and the third clerk, the fourth and the fifth clerk.

In the first instance the boss heard little of any demand. In the second all the clerks say, "There is a call for those goods." In the first case the effect of the inquiry evaporated. In the second it came strong enough to precipitate.

And history repeats itself. The boss has had so many instances of the definite, appreciable influence of the 1,763,000 LADIES' HOME JOURNALS that in turn his experience and the experience of thousands of his fellow merchants has precipitated.

It has precipitated into what is usually called the "dealer influence of THE LADIES' HOME JOURNAL."

The Ladies' Home Journal	The Saturday Evening Post
Current Circulation, 1,763,000	Current Circulation, 1,932,000

force because it proved conclusively from a recent experience with your company, that there is a wide divergence between the theories of the powers and the real conduct of the business by the clerical force.

I have been a customer at your stores for a long time, buying cigars, cigarettes and smoking tobacco, and have accumulated at various times a number of certificates with which I have gotten useful presents mostly for my son, who is very solicitous in his saving of the coupons.

Among the premiums offered, that which most appealed to my son was a football.

So my wife counted out the necessary number of certificates and received the football at your premium station.

Among the boy's Christmas presents was another higher grade ball. As he had no use for two footballs, and as the one received from your company was untouched and unused, we thought to exchange it for something else.

This is what happened when the request was made of one of the women attendants: "We don't make any exchanges," and "what do you expect for nothing?"

As my wife had explained the circumstances in advance, such curt, insolent language was quite uncalled for.

As we do not look upon your premium system as a charity it certainly seemed most discourteous treatment of a customer.

I am engaged in mail-order soliciting and advertising, and have always found that a satisfied customer is the best advertisement; also that any reasonable request granted, tends to better feeling and stauncher adherence.

You would never know of these little incidents if some one did not inform you of them.

Yours very truly, _____

This letter reached us January 2. That evening one of our office force called on the writer. He apologized for the occurrence and explained why it was irregular. He asked for the football mentioned in the letter and returned to the customer the full number of certificates he had exchanged for it. I am informed that the customer was surprised and gratified. That was the result we desired. The young woman complained of was discharged.

There is another recent occurrence which even more strikingly illustrates the principle on which business should be conducted. A few days before Christmas, a salesman in one of our stores called on one of his former customers, a gentleman at the head of a wholesale rug house in New York. This customer had bought, just before Christmas, 1910, some

\$270 worth of cigars to give his own customers. They were not our own brand, nor one that our stores then carried, but he had given our salesman the order and so the cigars were purchased from the importer expressly for that customer. The salesman had not seen him since or heard from him until he called for another Christmas order.

On this occasion the customer waved him away impatiently, exclaiming "Never again! The cigars you sold me last year were wormy and I have nothing more to say."

The salesman came away and reported the case to headquarters. It appeared that the gentleman had stipulated that the cigars should be delivered in boxes with the original factory seals unbroken. They had consequently not been inspected before they were delivered.

Mr. Collins, our vice-president, who is at the head of the sales organization, immediately wrote the customer, pointing out why the United Cigar Stores could not justly be charged with the mistake. "However," he wrote, "that is past and gone. We understand it does not interest you any longer, nor does it interest us. What does interest us is the fact that you are dissatisfied and we will not have a customer dissatisfied under any circumstances. Let us know what we can do to satisfy you and we shall be glad to do it."

The salesman took this letter to the customer and saw that he read it. Then he came away. The next day the customer came into Mr. Collins's office with the letter in his hand.

"That's a very liberal offer," he said, "and I have come to accept it."

"That's good," said Mr. Collins. "What do you think is right for us to do?"

"Well," the customer said, "I would be satisfied with 250 cigars of the same quality as the others." They were high-priced cigars and the lot came to about sixty dollars.

(Continued on page 76)



*In opportunity that is
always knocking at
the door of some man*

ARE YOU THAT MAN?

- A MAN WHO CAN
write real selling copy?
- A MAN WHO CAN
lay out, and assist in carrying out effective,
result-bringing campaigns, and at minimum cost?
- A MAN WHO CAN
suggest appropriate illustrations for the article
advertised and text used?
- A MAN WHO CAN
and does take the initiative?
- A MAN WHO LOOKS
big—talks big—acts big, and can actually accom-
plish big things in our line?
- A MAN WHO CAN
and does command a salary as big as his ideas?
- A MAN WHO CAN
and will fit into our already strong organization
and handle an oar in stroke with us?
- A MAN WHOSE PRESENT
FIELD IS TOO SMALL FOR HIM?

We have built up our large clientele, and kept their confidence through just such brains, and our success has convinced us of the wisdom of employing the very best timber in our field that money can control.

Now if you can convince a man who believes in a certain Missouri wise saying, that you are "that man," that you can measure up to this standard, you will always find an opportunity with us.

ALLEN ADVERTISING AGENCY

141-145 WEST 36TH STREET

HERALD SQUARE BUILDING

NEW YORK

SCIENTIFIC application in advertising, insofar as selection of media is concerned, is horse-sense enough to determine what publications circulate in sufficient quantity to "move goods" in the market created, or about to be created by the advertiser.

You can't reach the consumer in Ohio by advertising to the man in Florida. If your natural market is Ohio, buy circulation in Ohio, and if in Florida, circulation in Florida. If in a zone made up of several states, then circulation in that zone.

Every advertiser should know where his market is, and where the tendency to buy his product is most pronounced. It ought to be therefore easy for such an advertiser to match the circulation he buys with the market created.

The day when any periodical can claim with impunity "Everybody who is a reader of my magazine is a purchaser of your product" is past. The readers may have the money with which to buy the product, but

live where the manufacturer can't profitably reach and sell the dealers who must supply them. Then too the circulation may be so scattered as to be ineffectual and unprofitable.

You can't pick daisies in the Sahara Desert; neither can an advertiser expect profitable results from the indiscriminate application of bulk circulation, "location unknown."

The American Sunday Monthly Magazine has 2,000,000 circulation, location known. We can "spot it" for the advertiser and within a few moments show him whether he can use us profitably. We don't want his business unless we can. We will submit our circulation by cities, by states, by zones. We will compare our circulation with that of any other periodical which makes known its circulation and the location thereof.

Our booklet "Facts" is an effective appetizer.

More than 2,000,000—\$5 per line

American Sunday (Monthly) Magazine

W. H. JOHNSON, Advertising Manager

New York Office
23 East 26th St.

Chicago Office
908 Hearst Building



The Man Who Forgot to Say Thank You

is a bull's-eye brief for common courtesy. John D. Rockefeller writes, "It is good." Within three weeks of its first printing in the Philadelphia North American,

The National Cash Register Company issued a reprint for its 10,000 employees and salesmen;

The United Cigar Stores Company ordered 3,000 special copies for its salesmen;

Gimbel Brothers gave 14,000 to their salesfolk in New York, Philadelphia and Milwaukee;

Hochschild, Kohn & Co., in Baltimore, followed suit, and Fred Harvey sent one to each of his cashiers on the Santa Fe System.

A seventh edition is now going to press. Send for a sample and prices.

Leigh Mitchell Hodges
Overbrook, Pennsylvania

SAMPLING AS A WEAPON TO FIGHT POWERFUL RIVALS

WHEATENA BEGAN WITH A SMALL APPROPRIATION AND HAS MADE EVERY DOLLAR WORK—SAMPLING RADIATES FROM DISTRICTS THAT KNOW THE GOODS—INTERESTING RESULTS IN NEW YORK, BROOKLYN AND PHILADELPHIA—EMERGENCY CAMPAIGNS FOR SLACKENING DEMAND

By Roy W. Johnson.

The small concern in a field where there is intense competition has a problem to solve in the spending of the comparatively small sum it can afford for advertising. Competition with the big fellows in the matter of getting the attention of the public at large is out of the question. A small appropriation is all that can be used, and that must be used to the best possible advantage or it will never be any larger.

Such was the problem confronting the management of the present Wheatena Company when it took over the manufacture of that cereal food in 1903. Wheatena had been in existence since 1879—it is claimed to be the oldest wheat food now on the market—yet the competition of the well advertised breakfast foods had beaten its sale down to a point where it cut practically no figure at all. There was a certain established trade among those who liked the food and refused to be drawn away by advertising, but it was scattered thinly over the country and was on the decrease rather than increasing.

The new promoter discussed the advertising problem in all its aspects, and came to the conclusion that, with the limited appropriation at hand, no whirlwind success could be looked for. To try to compete with Cream of Wheat, Shredded Wheat and the rest in the magazines was out of the question. Newspaper space looked better, but when the appropriation was compared with the space it would buy in the large city dailies, that too was

postponed to a later day. To make a showing on the billboards would require the whole appropriation, with nothing left for promotion work among dealers. In the end it was decided that the only safe plan was a sampling campaign, which could be worked in one locality at a time, and which would put the actual product into the hands of the users thereof.

The campaign of a little less than eight years' duration has more than tripled the sales of Wheatena. There is nothing spectacular about it, but it has been a steady growth.

WHERE SAMPLING BEGAN

The sampling campaign was inaugurated in New York City and Brooklyn. These cities were chosen because the congestion of population makes it possible to distribute effectively the greatest number of samples with least waste of time. Distribute *effectively*, the company has always placed the accent there. A. R. Wendell, treasurer of the company, and the man who has had the campaign in charge, says that he is a good deal more likely to "fire" a man for distributing too many samples, than for handing out too few. And that does not refer to "soldiering" on the job, either.

In that first sampling effort in New York and Brooklyn, something over 100,000 samples were distributed, at a total cost of \$7,000. That is not so expensive as at first sight it appears, since the cost of salesmen's visits to grocers is included in the cost of the campaign. The actual cost of the sampling alone was about fourteen dollars per thousand.

Crews of six men were organized, each under the direction of a foreman. Each man carried a supply of samples, a dummy package, and a supply of booklets containing directions and recipes. He was carefully instructed in the use of the product, its preparation, etc., but was taught no set speech to deliver. The personal element was desired as far as possible, so each man worked out

his own story to tell, in his own words. The sample package was delivered into the hands of someone in authority—not to children or parlor servants—together with a booklet, and the sampler explained briefly how to prepare it, told that it could be purchased at the grocer's, and wound up with a request that the sample be placed upon the kitchen table where it would be a reminder to the cook to try it.

The foreman's duty was to keep track of the men under him, to list all grocery stores in the district being sampled, and to make daily reports covering the number of samples distributed, stores visited, etc. He did not sell goods to the grocer, though he usually visited the store for a few minutes, explained what was being done in the neighborhood, and left a sample with directions to order through the grocer's regular jobber.

Each man, upon entering a house, chalked his number in a convenient location where it could be seen by the foreman. Thus the latter knew where all six of his men were, and by noting the time could tell how the work was progressing. He did not enter the house unless it was necessary to check up his man.

The grocery stores in each district were named on a blank which the foreman sent in to the mill with his daily report. A day or two after the sampling, salesmen called upon these stores, as a direct follow-up on the dealer. In almost every case they found that the grocer had received calls

for the food, and orders were not hard to secure. The grocer was urged to buy *some* of the food—if not a whole case of thirty-six packages, then a dozen packages, just to take care of the immediate requests which the sampling had stirred up. These orders were forwarded to the jobber with whom the grocer regularly did business, since filling them direct would probably antagonize the jobber against future orders for Wheatena from his grocers.

In the sampling of New York and Brooklyn, the company established a policy from which it has never departed: that is, to start sampling in a neighborhood where there was some sale for the product already, and to spread out gradually from that as a center. For example, Ninth and Second avenues, in New York City, contained a few stores which had continuously carried Wheatena in stock. From those two streets as nuclei the sampling was started, spreading out

gradually without leaving any very wide gaps. The news of the sampling men traveled nearly as fast as they did, and they seldom visited a house to which the product was entirely unknown. Most of the housewives had never tried it, but knew the name, or at least the nature of the product, from the news of the sampling campaign which spread out from the starting point.

This same policy was followed in every locality sampled, and it is believed that the reception accorded the men was much better than would have been the case in

THE VIEW OF THE KITCHEN

The Winter Wheat Food
Famous for nearly a Third of a Century

Wheatena

Made from Selected Winter Wheat, the hardest and plumpest and finest that money can buy, great care being taken to retain the germ—the kernel of the grain—its very life and heart. By a process of sterilization through intense heat we obtain the nutty flavor for which Wheatena is noted, and thus secure, for those who appreciate quality, the Best Cereal Food on the market.

All Good Grocers Sell Wheatena
The Wheatena Baking Book sent free on request
The Wheatena Company, Wheatonville, Railway, New Jersey

PAGE MAGAZINE AD TO STIMULATE DEMAND ON PACIFIC COAST

a locality where the product was not known even by hearsay.

After the New York and Brooklyn campaign, the company waited to see if it had paid, before tackling any other fields. They wanted to be sure. They were anxious to go ahead, but they wanted to go ahead right. The New York campaign did pay, so the system was carried to other cities, and prosecuted along exactly the same lines.

DETERMINING THE RATIO OF ADVERTISING EXPENSE

At the start, the company set aside an arbitrary sum from the wholesale price of a case of Wheatena, which sum could profitably be expended in advertising. For example, let us say that a dollar a case represented that amount, which is not by any means the actual figure, so I'm not giving away any secrets of the company. But, calling it a dollar, let's say the company spent, in sampling, \$3,000 in a certain locality. If the net increase in sales in that locality amounted to 3,000 cases or more, the sampling campaign was pronounced a success. If the increase, with due allowance for conditions, of course, in a reasonable time failed to reach 3,000 cases, the campaign was withdrawn and taken elsewhere.

On this basis it was possible to figure out very quickly whether the sampling was working out or not, according to the arbitrary system of accounting adopted. The company reasoned it out on this basis: "There are localities where our sampling will bring us a net increase of so-much per dollar expended. Why spend our time in less profitable territory so long as that is true?"

Philadelphia is a case in point. Back in 1905 the company spent about \$3,000 sampling in the city. It didn't seem to be making good up to the standard set, so the campaign was withdrawn right there. Chain-store competition was believed to be the cause of the failure, and the company went to work elsewhere without giving Philadelphia much further thought. But to date, taking the

The First

To The Ladies' World belongs the honor of being the first woman's magazine to guarantee monthly circulation backed by a rebate.

That guarantee is for 600,000 each month, 95% paid.

THE
LADIES' WORLD
NEW YORK

arbitrary standard of the company as a test, that three-thousand-dollar campaign in Philadelphia has paid for itself more than three times over, without a dollar spent in the city since. Meanwhile, of course, the money has been spent elsewhere in localities where the returns are quicker.

RE-SAMPLING AFTER TWO YEARS

Approximately every two years the same districts are re-sampled, and in the meantime a little booklet reminder is sent out to a large list of users of the product, names furnished by the local grocers. Mr. Wendell has his finger on the pulse of the market, and has no fixed rules as to just when he will re-sample a district, or how much he will spend to do it. He watches the sales sheets pretty closely, and when something seems to be happening in a certain place he applies the remedy.

Thus it happens that while the growth of the company is not phenomenal, it is pretty safe and pretty sure. Not many concerns have the courage to demand a certain minimum return from their appropriation and see that they get it. Perhaps it is not wise to do that—Mr. Wendell isn't sure that it is, himself—but he is going ahead until somebody shows him a better one.

The company has not closed its eyes, however, to other forms of publicity. Mr. Wendell has used car-cards for several years in certain districts of Connecticut. These paid above the minimum demanded, but Mr. Wendell felt that they were not getting all the results the territory should be worth, so he added a sampling campaign which brought the increase up far beyond what the cards alone pulled.

The Outlook has been used occasionally, with copy similar to that reproduced. This medium was used chiefly for its influence on people of a certain class on the Pacific Coast.

The total amount of money spent for advertising in eight years is less than more than one breakfast food concern spends in a single year.

THE "STRIKINGLY ORIGINAL" VS. PLAIN SENSE IN ADVERTISING

A SURVEY OF SOME STRENUOUS ATTEMPTS TO PRODUCE "SOMETHING DIFFERENT" — SOME SUGGESTIVE COPY TESTS—THE CLOSING OF THE OLD "CLEVER" ERA

By Charles Blum,

Charles Blum Advertising Agency, Philadelphia, Pa.

"Authors must not expect to win victories, like Chinese soldiers, by turning somersaults," said Longfellow.

If an author cannot write his way into popularity on such a basis, how can an advertising man expect, by mere originality, to part the consumer from the real coin of the realm?

I presume there never has been an advertising man who, after he has worked out some brilliant "think," some "strikingly original" idea, has not had the question arise in his mind, "Would that sell the goods to me?" In the interests of the advertiser, in the interests of the publication, in the interests of the agency, it is a good thing that the waste-paper basket stood nearby and was ready for the manuscript which was rejected because it sacrificed conviction in the striving for originality.

If one can judge by a close observation of the magazines, newspapers—yes, and trade papers, too—many an advertising writer has fortunately discovered that the waste-paper basket should be handy, ready for instant use in such an emergency.

When you have that brilliant "think," when you mentally pat yourself on the back because you have evolved something sensationally original, sit down and talk it over with yourself before you send it up to be set in type.

Remember that space costs so much per agate line.

Remember that you are not a space writer, Mr. Advertising Man—your job is not merely to fill the space; it is to place in that space something that will

⑤ The Wasteless Way ⑤ To Advertise Machinery

is to advertise in the mediums that go to the *people who use your machinery.*

If it's automobiles, use the automobile and general papers—

If it's sewing machines, use ladies' and general magazines—

For the people you *must* sell to read *those* mediums for information about *that kind* of machinery.

And they are, therefore, the *nearest* to *wasteless* mediums you can get.

But, if you sell metal mining, engineering construction, machine shop, power plant or coal mining machinery, you *don't* belong in automobile, ladies' or general mediums.

The man who advertises *that* kind of machinery in *general* magazines is like the woman who bought a cocktail just to get the cherry—and then found that they don't put cherries in them any more.

He is paying a high price to reach a few people who don't want to be reached *that way.*

The *wasteless* circulation of the Hill papers is a modern commodity which has been built up because it's a necessity to concerns which sell machinery *in engineering fields.*

This whole circulation wouldn't be worth thirty cents to a corset advertiser—and he couldn't buy it if he wanted to.

But to the man who sells machinery *in the fields it covers* it's worth more than *all* the circulation of *all* the papers in *all* the other fields—

Because to *this* man it's *wasteless.*

The papers, and the fields they cover wastelessly, are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 27,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 6,250.

If you sell machinery or equipment to concerns in any of the above fields, our "Make-It-Pay" Department will help you do it right. Call on it now—address

HILL PUBLISHING COMPANY

505 Pearl Street, New York

yield returns to the investor, your advertiser.

Your copy will engage the eye because of the original illustrations you have planned. Good! How long will it hold attention? What conviction will it carry?

KEEP ORIGINALITY WHERE IT BELONGS.

It isn't enough to convince the reader "that a clever man wrote that advertisement." There is

common sense? "Is the originality harnessed up to my product in such a way that the public must mentally associate the two?"

Measured by such a standard the decidedly original advertising of *Life* will probably continue to secure *Life* newsstand buyers and subscribers as long as it is run, for it is to that side of human nature that *Life*, as a publication, makes its first appeal.

Wrigley's Spearmint is one of the best examples that I know of where originality has helped rather than hindered a proposition. But remember that there is a direct connection between the constituent elements which make up their original designs and the name of their product. Remember, too, that in spite of the fact that chewing-gum is not an article that can be sold by high-brow arguments, the Wrigley advertising has given definite reasons why. This feature of the advertising alone should have made it successful with any method of display which would get a public hearing.

"Sunny Jim" has gone to the grave. There are thousands of the dear public who are not sure just which breakfast food made use of his genial personality. If you question that statement, try it on several dozen people of average intelligence who are unconnected with the advertising or publishing business. I was surprised to find myself that out of such an average audience of householders there were over twenty per cent who had, in so brief a time, lost the connection between "Sunny Jim" and Force.

On the other hand, we found no one of this same audience who did not associate the expression, "The food shot from guns," with puffed rice and puffed wheat.

While you have your average audience together ask them what advertiser it was who started first one mule, then others, walking onto his street car cards, until the product finally came into view. Ask them, at the same time, a definite merit or a definite use of 20-Mule Team Borax that was impressed upon them by that



TO BE RECOGNIZED AS THE MAN WHO DOES NOT CHANGE HIS STOCKINGS
WOULD BE AN UNDESIRABLE WOMAN

YOU ARE THE MAN. You cannot change your stockings—You may change one pair, but the absorbent cotton canvas linings of your shoes in the PAIR which you cannot change for the life of a shoe. These absorb and retain all the impurities thrown off from the body through the feet, which demonstrates the truth of the statement of an eminent lace specialist who says—all best enclosed in modern shoes with.

No shoe can be CLEAN after having been worn without the use of Miller Shoe Ties, which contain a cartridge which absorbs all the impurities, gains and moisture deposited in the shoes and renders them each day cleaner and drier than a new pair—Cartridge acts permanently. Scientific testimony in addition to our guarantee to refund the money if not satisfactory.

WHAT THEY DO
1. REMOVE ABSORBENT CLEANLINESS
2. STOP BUBBLING OR BRANNING IN SATINETS
3. PREVENT CORN, no friction, shoe
4. Make shoes last longer and look better
5. Cleanse out of moisture shoe interiors
6. Provide comfort of foot action

HOW THEY DO IT
This is a Miller Shoe Tie. It is made of a special material which is impregnated with a powerful disinfectant and germicide. It is so constructed that it will absorb all the impurities, gains and moisture deposited in the shoes and renders them each day cleaner and drier than a new pair—Cartridge acts permanently. Scientific testimony in addition to our guarantee to refund the money if not satisfactory.

Price \$1.00

Price \$1.25

THE O & MILLER TIEING MACHINE CO. BROOKTON, MASS.

ILLUSTRATING THE EXTREMITY TO WHICH STRIVING FOR THE ORIGINAL MAY LEAD

such a thing as having copy too original. For your advertiser is paying for space, not to show off your ability as a writer, but to interest the public in his goods. Many an advertisement which is strikingly original sends the public mind so far off at a tangent that no selling conviction is carried.

Originality is all right as far as it goes. But the man who expects mere originality to lead the public to buy his goods is likely to be sorely disappointed.

Before you put out that "strikingly original" piece of copy, ask yourself this question, "Has it transgressed the border line of

campaign, whether they were led to buy and to multiply the household utilities of this most useful article. I question whether the percentage that will remember the name and were persuaded to buy 20-Mule Team Borax would be sufficiently large to justify the advertiser in considering that campaign a success.

THE FIRST AIM

Continued patronage is the first aim of all advertising. Even the automobile manufacturer, who expects to sell only one car to a man per season, needs to leave in his mind certain talking points that make him a booster among his friends. *Striking originality in advertising seldom carries sufficient conviction to bring more than a decidedly temporary advantage.*

Another danger of striving for mere originality is the tendency toward bizarre, grotesque and sometimes offensive copy. Like the woman who comes to the breakfast table at a hotel wearing a kimono, such advertising is reasonably sure to receive attention, but the kind of attention it secures is hardly the sort that leads to confidence.

"The man who doesn't change his stockings" advertisement herewith is in this class of strikingly original advertisement. It is one of a series that ran in Philadelphia for a firm that makes a most excellent product. It tells a strikingly original story. It starts off by *accusing* the reader in prominent type, *excusing* him in less prominent type and asking for his trade in still smaller type.

Possibly the manufacturer made large sales to some Philadelphia dealers on account of the extensive advertising he was to do. It would be interesting to know how far this advertising helped the retailer to clear his shelves after the manufacturer had filled them. It would be well to compare this record with the record which has been made in years past on the product of the same manufacturer by the same retail stores, without such strikingly original advertising. It seems to

The Standard Paper for Business Stationery—"Look for the Water-Mark"

The Influence of the "New Letterhead"

About the first thing a man notices when he changes from inferior stationery to



is the increased respect that his stenographers show for the "new letterheads." More attention is paid to mechanical neatness, there is less waste, and correspondents begin to dictate letters of greater dignity and politeness.

Send for the Old Hampshire Bond Book of Specimens

It shows a wide selection of letterheads and business forms. One style of printing, lithographing or engraving, on white or one of the fourteen colors of Old Hampshire Bond is sure to express exactly the feeling-tone you desire for your stationery. Write for it under your present letterhead.

Hampshire Paper Company

South Hadley Falls
Massachusetts

The only paper makers in the world making bond paper exclusively



Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"

You Could Not Hire His Services for \$10,000.00 a Year

Yet on one condition he is yours for the asking.

We refer to any one of the Sales and Service experts of the Painted Display Advertising Association.

Some price?—Well, they earn it all, and more.

When you make outdoor advertising a part of your campaign and place your appropriation through the Painted Display Advertising Association, you buy more than mere space.

Service that means additional selling force is yours to command.

For instance, when the United States Tire Company began to use the natural, therefore the logical medium for advertising automobile tires, viz., the Painted Display, Mr. R. L. Whitton, of our National Sales Department, was called into consultation. He knows the cities, towns and broad highways of America. He knows the classes of people that inhabit them, their methods, customs and usages. He, as every one of our Sales and Service experts, has traveled the country over so much that this knowledge has become fundamental and practically complete. Personally, Mr. Whitton went into the different cities selected by the United States Tire Company, gave special attention to the local conditions, and then selected the location for the painted display that was to advertise the tire.

Result—a bull's eye every time, and no flukes.

The United States Tire Company could not hire Whitton's services for \$10,000.00 a year. They would have to go considerably more than that, but they secured this service when they placed their advertising appropriation through us.

We have several other Sales and Service experts who measure up with Whitton, and none of them handle a competing account.

At present W. S. Yerkes, manager of the eastern office, is out doing similar service for another National Advertiser.

The work that our Sales and Service experts do is backed up by the members of the Association in their different cities. It would take columns to tell you all we can do in preparing the market, making it fallow soil for the tilling, and practically certain for results.

Suppose you write us and let us give you further information. It will not cost you a cent to have one of our representatives see you. It would be of splendid benefit to you, even though you never spend a dollar with the Association.

**Painted Display
Advertising Association
United States and Canada**

Thos. Cusack Company

CHICAGO

NEW YORK

Clearing House and National Sales Dept.

me that this copy is sure to produce disadvantageous reaction.

It is certainly unjust to suppose that there are not good, straightforward, common-sense copy possibilities in such an improved shoe tree, particularly at the Christmas season, when the gift of such an article will be worth to the recipient ten times its cost in the saving of shoe bills and improved appearance of the shoes thereafter.

The time has long since passed when the lawyer who could stand up in court and shed real tears as he described the woes of the defendant was the best paid and the most highly esteemed member of the profession. The man who, in his office, coldly, logically and analytically prepares his case—whose business it is to keep his client out of the court—is now the most highly esteemed and best paid.

"BARNUMIZING" IS OUTGROWN

In advertising, as in law, it was natural that the shallow, specious argument should first prevail. But the days of Barnumizing have passed. *Circus methods have lost their place in advertising*, or are rapidly losing it. The final analysis of return per dollar invested is leading the "man who pays the bills" to be sure that his advertising backs up the goods in such a manner that sales result; that public good will, which guarantees future sales, is established.

It is less than fifteen years since the general public began to realize that there was a *species*, advertiser, in the *genus*, man. Some part of the public classed advertising men as brothers to Ananias, hired to tell the handy lies that the merchant would tell if he had either the ability or the free conscience. Other portions of the public expected him to be strikingly original, to be a sort of literary demigod. But developments have proved that the public was wrong on both counts; for the element of common sense interjected itself into the advertising business, because it is impossible to shut out this basic element where questions of large financial expenditure are involved.

What was the basis for this fallacy that striking originality was a prime essential in advertising? Nothing else than the common-sense principle that advertising must be seen before it is read, that it must stand out in opposition to the copy that surrounds it, in order that the reader might focus his attention upon it and receive the impression it was written to convey.

Indefinitely the advertiser knew that he must have something *different*. He laid much stress on that desire. He considered the question of plans and mediums as secondary—if he considered them at all. The agencies knew that the business was going to be given out on a copy basis—and the agencies naturally needed the business. To get it they put their best foot forward along the idea that they knew the advertiser was most interested in, originality of copy.

It was once natural that no advertiser was disposed to throw open to a number of agencies the intimate facts regarding his business which are essential in the formation of right advertising plans. The element of constructive planning was by this fact eliminated in all such competitions, and the agencies that entered them had to base their appeal for the account on the submission of "something different," rather than something logical. With mere originality as the keynote, the natural results were extremes in schemes and copy, snap without sense, ginger without gumption, and cleverness without conviction.

Though such "Please submit copy" competitions are still slightly in vogue, it is a favorable sign that they are decreasing in number every year. It is doubtful whether any of the large knowing advertisers would invite the broad competition in this respect that it was the practice to invite in years past. They have come to learn that specimen copy means nothing, unless accompanied by detail plans as to mediums, based upon thorough analysis of sales conditions as they exist in the business;

dovetailed together with plans for dealer co-operation which cannot possibly be evolved except upon more intimate study by the advertising man than is possible under competitive conditions. They know now that to ask for specimen copy and to award an account on that basis is as unbusinesslike as it would be, if contemplating the building of a new plant, to ask for a specimen brick, and, without any plans having been prepared, to award the contract to the man who showed the prettiest brick.

The American business man has brought to his advertising the same keen analysis, the same discriminating common sense that he exercises in his other activities. With his greater knowledge, with his deep pocketbook interest—increased possibly by the fact that money has not come so easily in many lines during the past several years—he has robbed advertising of its mystery. To him, and to the agent who has advanced from being a mere advertisement writer—a handler of

clever phrases and mere eye-appeal illustrations—to a point where he realizes his stewardship of the money which is entrusted to him by his clients, belongs the credit for the elimination of that "Striking Originality" which played so large a part in padding the expense account.

MARSHALL WHITLACH RESIGNS

Marshall Whitlach has resigned his position as advertising manager of the Standard Milling Co., N. Y., manufacturers of Heckel's flour, Ceresota flour, etc. He expects to leave February 1st for Bermuda for a month's rest. He does not care to announce his future plans. His successor, it is said, is not yet appointed.

NEW PHILADELPHIA AGENCY

Eugene McGuckin and George A. McDevitt, who have been connected with the advertising department of the Philadelphia *North American* for some time, are establishing an advertising agency in the Morris Building, Philadelphia.

John M. Draper, formerly representative for G. Ross Lorne & Co., newspaper circulation promoters, has assumed the position of advertising manager of the *New Orleans Daily States*.

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

WHY WE DID NOT ADOPT A GENERAL TRADE- MARK

TOO MANY AND TOO FEW THINGS TO
ADVERTISE—PROBLEM TO IDENTIFY
THE BUSINESS WITH THE PROD-
UCTS WITHOUT SACRIFICING GOOD
WILL—GROUPING A NUMBER OF
TRADE-MARKED GOODS IN A SINGLE
SALE PROPOSITION

By Dean Park,

Secretary and Advertising Manager of
Hammacher, Schlemmer & Com-
pany, New York.

[EDITORIAL NOTE:—This article by the secretary of one of the largest supply houses in the East describes a condition which confronts many concerns who cannot see their way clear to general advertising. Hammacher, Schlemmer & Company are, in effect, large retailers, doing business with the consumer direct through the medium of a traveling sales force. They have the retailer's problems to face, without the small retailer's advantage of a trade concentrated within a small radius. Their varied lines, and their relations with the different manufacturers prevent the featuring of any one commodity to the exclusion of the rest. Mr. Park goes to the roots of the problem, and tells how a successful plan of general publicity was worked out.]

One of the large advertising agencies solicited our account some years ago. They spent a lot of time going over the various angles of the business, held many conferences with officers of the company, and thoroughly investigated in every conceivable way. And that agency, with all its experience and the resources at its command, could not find a reasonable basis for a general advertising campaign, and was honest enough to say so.

Strange as it may seem, there is nothing to advertise or there is too much to advertise, according to the way you look at it. I am speaking here of a widespread, constructive campaign to popularize a particular thing Hammacher, Schlemmer & Company own no general trade-mark covering all goods handled. We are not manufacturers. We do a general supply business with a retail hardware store to take care of the small orders. Our line ranges from piano felt to wire nails; from micrometers to truck

casters; with railroad contractors' supplies and carpenters' tools in between. We sell large quantities of dowel pins for furniture manufacturers, and raffia materials for the blind. Piano manufacturers' supplies form a large portion of our business—so does fine cutlery. All of those varied and unrelated products are sold under manufacturers' trade-marks, or under none at all. Sometimes the Hammacher, Schlemmer name is stamped upon the goods alongside the manufacturer's trade-mark, and sometimes it is not. The policy of the company is simply to handle the most satisfactory goods in each particular line, no matter what their origin or whether they are trade-marked or not.

The question of how to advertise such a miscellaneous line has given us much hard thinking, but we believe we have found the solution which best answers our particular purposes.

The first question which rises in anyone's mind is this: "Why not adopt a general trade-mark to cover all the lines handled, and advertise it? Why not educate the public to look for the Hammacher, Schlemmer trade-mark when hardware or tools are wanted?"

For two reasons. First, because the customers of Hammacher, Schlemmer & Company have already been educated to look for *other* trade-marks, and second, because it would be almost impossible to get goods of uniform quality to be sold under the new trade-mark.

In connection with the first reason, it should be remembered that the largest customers of this company are, not the occasional purchasers at the retail hardware store, nor retail hardware dealers, but manufacturers who buy in large quantities and who buy goods of known quality. They have been buying Disston saws for years, or Brown & Sharpe instruments of precision, and so on. Those are the trade-marks they know, and to switch their favor to a new trade-mark would re-

Selling Automobiles Through Newspaper Advertising

¶ In recent issues of Printers' Ink is an interesting story by E. Leroy Pelletier, Advertising Director of the E-M-F Studebaker Corporation, telling about the success of this concern in the marketing of their product through the medium of the big city newspapers. If you did not read this story, refer to the dates of January 18th and 25th, it will be time well spent.

¶ Here is a newspaper campaign that originally started on a territorial basis in nine large cities and extended until it became national, an idea other automobile manufacturers might well consider. Concentrate your sales and advertising energy at your distributing points for maximum results.

¶ The following high grade home evening newspapers, *The Washington Star*, *The Philadelphia Bulletin*, *The Montreal Star* and *The Indianapolis News* were used in the successful promotion of the E-M-F campaign. Excellent publications to have on any list for the exploitation of a high grade product.

¶ Complete information regarding these papers and the fields covered furnished for the asking. Interesting booklet, on "Territorial Advertising" mailed on request. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

quire more effort, vastly more, than would be required to get the occasional trade of the small buyers. The prestige of the many established, trade-marked lines now works to the advantage of the company, whereas the adoption of a new trade-mark would instantly alienate it.

If that were the only reason against the adoption of a trade-mark, an advertising campaign might overcome it in time and in the end be profitable. But it is not the only reason. There remains one even more fundamental—the fact that uniform quality could not be guaranteed unless the entire character of the concern was changed and it turned manufacturer.

Suppose a trade-mark were adopted, and the company, as it would have to do, went into the open market to purchase the goods which were to be branded with the new name. Could it get Disston saws or Starrett micrometers, or Coes wrenches?

remedy a defect in manufacture; a distributor can only buy somewhere else.

Sometimes it might be possible to buy goods of equal quality with those now handled—again it would not—there would be no surety of quality, and quality in goods of this character is only apparent after considerable use. Yet all the goods would be branded with the same mark, and the guarantee would be the distributor's guarantee, not the manufacturer's.

Let nobody infer, however, that this is an argument against the adoption of a trade-mark. It is the opposite, for the company has built up its business upon trade-marked goods. The manufacturer can put whatever quality into his goods he chooses—can make his trade-mark mean something—while the distributor must take what he can get, and his trade-mark means what the several manufacturers make it mean. To a certain extent the distributor can test quality,

etc., but the public holds *him* responsible if the goods are sold under his brand, while the manufacturer—who really is responsible—gets off with the penalty of losing the order next time.

In cases where the distributor handles one or two allied

lines, which are staples, like butter, eggs, flour, sugar, hosiery, etc., there is good ground for a private brand or trade-mark. He deals with only a few manufacturers or producers, and quality is a matter fairly readily apparent. But where a concern is dealing with a multitude of manufacturers, in products the quality of which is apparent only after considerable time has elapsed, the private brand is another matter. At least this company thinks so.

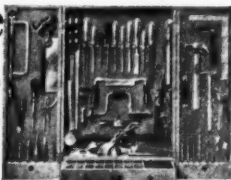
It should be clear from the foregoing why the advertising agency was unable to find any justification for the spending of a large sum in advertising Ham-

Hardware & Tools

Brackets and other Outlets, all High Grade. Prices from \$7.50 to \$12.25 each. Ask for Circular No. 23

**Hammacher,
Schlemmer & Co**

4th Ave. & 13th St.
New York City



No. 23
No. 24
Every tool the best of its kind

CAR-CARD WHICH SUMS UP THE ENTIRE CAMPAIGN

It could not, for the simple reason that those concerns would refuse to put out their best quality product to help boost a competitive line, and an alien trade-mark. It would be necessary to go to the manufacturers of un-trade-marked goods. It would be necessary to brand with the new trade-mark, goods over whose manufacture the company had no control. There would be absolutely no insurance against complaints and dissatisfaction among customers, because the only control which could be exercised over the manufacturer would be the threat to do no more business with him. A manufacturer can

macher, Schlemmer & Company's goods to the public. There wasn't anything to advertise. And there were altogether too many things to advertise. It is a paradox, but it is a condition.

Yet we have always believed that there was a way to advertise to the general public profitably, if it could be found; there was some way of getting into the procession if we could find a wagon to ride on. A trade-mark wouldn't do, for reasons stated above. It was not desirable to push any one line to the detriment of the rest. The impression that the concern was primarily a retail hardware store must be avoided. It was a delicate problem to avoid losing the concern's identity as a supply house, and yet get the Hammacher, Schlemmer name before the public as standing for hardware and tools. More than two years were occupied in thinking out the problem, but the solution was found.

We took assortments of tools from our regular lines, grouped them together in tool-chests, and advertised Hammacher, Schlemmer tool-chests. They were not Hammacher, Schlemmer *tools*, for the assortments were made up of trade-marked tools, well known to the trade. Each tool bore its original trade-mark, and in addition thereto the Hammacher, Schlemmer name. A name-plate on the chest told its origin.

Hammacher, Schlemmer tool-chests were advertised in the magazines and in car cards displayed in the New York subway, tunnel and elevated cars. But the primary object, strange as it may seem, was not to sell tool-chests. It was to connect the phrase "Hardware and Tools" with Hammacher, Schlemmer & Company. The most conspicuous feature of every ad is the firm name and that phrase. The product directly advertised in the ad—tool-chests—is allowed to occupy a secondary position. Our desire is to connect in the public mind the firm name with the idea of hardware and tools, so that the one will call up the other.



An order for over three thousand dollars' worth of groceries was received by a local retail and jobbing grocer one day last spring while the writer was in EL PASO. It came from one of the mining camps. The grocer said that approximately large orders were not exceptional. It was found that dealers in every line carried extensive and remarkably complete stocks, and that EL PASO was the distributing point for a territory so vast the figures were almost unbelievable.

El Paso Herald

The one big metropolitan like newspaper of this great section is not only the carrier of the news of the day, but is in a great measure the sales catalogue of this splendid market.

THE HERALD'S field is not only thriving EL PASO, a wonderful city of progress, with its more than 45,000 people, but of this rich 600 mile radius territory as well.

The manufacturer of useful and salable goods,—food stuffs, clothing, machinery, and even the luxuries, ignores it to his loss.

The way to the buying eye of these prosperous, money making, money spending people is through the advertising columns of EL PASO HERALD.

We are at your service, anytime, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St., Louis.

The great majority of buyers for manufacturers come to New York at some time during the year, and they ride in the cars. The company's advertising in their trade-papers has been before them the year through, and the car card is a reminder. They don't want to buy tool-chests, but they are in the market for other things which the company handles, and the car cards bring the company to their attention.

Likewise with the magazine advertising. It is a reminder to the buyers of other things while it is doing its ostensible duty of selling tool-chests.

And it does sell tool-chests—more than enough to pay the entire cost of the advertising, so that the general publicity feature of it is clear gain.

Moreover, every tool-chest sold becomes, to a certain extent, an advertisement of the lines of tools it contains and of Hammacher, Schlemmer as the place to get them. It may seem that this influence would be very slight indeed, yet we have been able to trace very substantial sales to that source. The tool-chests are for home use; the purchasing agent of a factory, let us say, uses them for minor repairs about his house. He calls in a carpenter some day, and the carpenter remarks upon the fact that they are good tools. The purchasing agent does not use tools in the factory, hence knows little about them at first hand. But his use of good tools at home will unconsciously give him a bias in favor of tools for factory use from the same source.

We go after the business of supplying outfits to manual training schools on much the same basis. The boy who uses the tools in school remembers them when he wants tools later in life. Of course it advertises the name brands on the tools themselves, and some of the future business goes elsewhere, but there is a considerable amount which comes straight to the concern which sold the outfits.

But perhaps the greatest effect of this tool-chest advertising outside of the actual sale of the

chests themselves, is the impression it gives of the completeness of the line. It is not advertising hammers, or saws, or bits—it is advertising tools, in a broad sense. The higher priced tool-chests contain tools for every conceivable woodworking purpose. The impression of completeness is present, even with the more modest outfits. It is not necessary to get one thing here and another somewhere else; everything that anyone wants in hardware and tools can be had under the one roof. The trade-paper advertising—of which we do a great deal for our various lines—tells the man where he can supply his wants in a particular field, and the general advertising enlarges it and classifies it under the general head of hardware and tools.

As I said before, the fact that the advertising sells enough tool-chests to more than pay for itself is, we think, sufficient to justify it, and the fact that it goes further and sells other things, shows that it is doing at least part of the work that a trade-mark would do, without sacrificing the good will which belongs to the different lines this company handles.

DODGING THE WORD "FREE"

MAHIN ADVERTISING COMPANY.

CHICAGO, JAN. 17, 1912.

Editor of PRINTERS' INK:

The attempt of various publications to evolve a "painless" (for them) substitute for the word *free* is rather amusing to the writer.

It would seem that the word *free* in itself is the sole offender and that the spirit in which it is used counts for naught.

The latest method of getting freedom from *free* is revealed in a recent issue of *The Young People's Weekly*, one of the Cook Publications, Elgin, Illinois.

The last time I noticed the back page of this paper, at least five or six "frees" in glowing type struck my eye. In the issue under comment every last *free* has been eradicated while in its place is the (harmless?) word *given*. Would this come under the heading "Giving a Sop to Conscience?"

W. B. SWANN,

Of the Mahin Copy Staff.

Samuel Edelman has become the publicity manager of the M. Wilber Dyer Company, New York. He formerly held a similar position with John McIntyre & Company.

Brooklyn, Queen of Home City Markets

Scan closely the civic pride, the community interest and alertness of a city—it is an unfailing barometer of that city's *responsiveness to advertising*.

There's a close chain of logic in the matter: civic pride and community interest can't be developed and maintained without live newspapers—and their presence in a community indicates, first, that people are earning money enough to be able to cultivate community interests; and second, that they have developed (or good newspaper editing has fostered) **the almost universal habit of daily interested reading** and touch with community affairs.

Brooklyn—with little beating of drums—is a wonderful leader among American cities in this respect. It is the only city, perhaps, in the world with **thirty-five boards of trade** and **thirty-one commercial associations**—sixty-six in all!

Well-to-do Brooklynites support fifty-six hospitals, sixteen homes for aged, thirty-seven institutions for relief of children. And the 650 separate churches (hallowed by the traditions of Henry Ward Beecher and the foundation of Brooklyn's fame as "the City of Churches") are rallying centers for social uplift to a most unusual degree. There are enough church members (605,230) in Brooklyn to make a city almost the size of Boston! Hundreds of other organizations abound among men, women and young people, for every variety of purpose, but all with a significant pride-of-community, or character-development trend.

In this work the Brooklyn newspapers are absolutely indispensable—the very motive power behind them. They can be the same power behind **your selling campaign**.

Brooklyn Citizen

Brooklyn Freie Presse
Brooklyn Standard Union

Brooklyn Daily Eagle
Brooklyn Daily Times

Only Brooklyn Papers Cover Brooklyn Homes

TO-DAY'S

Circulation 600,000

Together with the Ironclad Agreement
a Page—FREE, If We Fall B

At last a new thing has been done—for never before in the history of advertising has such a guarantee as this been made.

It proves that we **know** our circulation to be the dependable kind.

Nineteen-eleven saw an increase of over 200,000 in To-Day's subscriptions. Every bit of it sound and solid.

Why?

Because To-Day's Magazine fills a want.

It grips the interest of its readers.

To-Day's illustrates and handles May Manton Patterns.

These patterns are bought by 600,000 women who sew.

Our rate is only \$2.50 a line—\$2.00 for 100
our rates with any

Canton Magazine C

CHARLES DORR
New England Representative
6 Beacon Street
Boston, Mass.

WILL C. IZOR
1 Madison Avenue
New York

MAGAZINE

0000 Guaranteed

ent to Run Your Ad—whether an Inch or
 I B how the Circulation Guaranteed

To-Day's has the power of creating the demand for advertised goods.

To-Day's through this demand is constantly moving the advertiser's goods from the shelves of the retail dealer.

Over three thousand stores act as subscription agents for To-Day's—Hence the distinct dealer influence.

To-Day's gets every "connect up" between the manufacturer and the consumer.

That's why To-Day's circulation grows.

And that's why To-Day's Magazine **pays the advertiser.**

Try our brand new guarantee, and see how it works.

100 lines or over—Full page, \$800. Compare
 any other paper in our field

Company, Canton, Ohio

IZOR Advertising Manager
 Madison Avenue
 New York

HOWSE & LITTLE CO.
 Western Managers
 People's Gas Building
 Chicago, Ill.

NATIONAL NEWSPAPER COPY BOOMS FRATER- NAL ORDER

HOW THE LOYAL ORDER OF MOOSE
MEETS COMPETITION IN CROWDED
FIELD—RESULTS IN VARIOUS CITIES

By W. R. Littell

And now it is a fraternal order that comes forward to show that however "different" a project is, advertising in some of its various forms is able to get results—in this case members.

The Loyal Order of Moose, a fraternal, benevolent association with insurance features, was instituted in 1888. Seven years ago, according to the statement of J. C. Woodruff, deputy organizer in New York, its total membership in the United States and Canada numbered only a few hundred. To-day it is advertising in the newspapers 854 lodges and a membership of 510,000 and predicting that the number will reach the 600,000 mark during 1912.


This growth, Mr. Woodruff says, is due to nothing else than the newspaper advertising policy, backed up by the organization's solicitors, which was adopted and which is being carried out by the efforts of James J. Davis, of Pittsburgh, the international supreme organizer. Having used the newspapers to such good advantage the Moose are now adding outdoor advertising in Boston to attract members.

When Supreme Organizer Davis took hold of the Moose he had something of a problem on his hands. Not the least element in the problem was the competition that faced him on every side. Of orders with members running into the millions and of the making of more orders there was seemingly no end, and, unless some plan could be found to get the attractions of the Moose before the people, how was he to expect that he could make a fair showing?

PRINTERS' INK has not been initiated into the mysteries of the Loyal Order of Moose and so can render no opinion as to the value of the organization to those who

do join, but there are no reasons that appear why it is not quite as worthy as some of its contemporaries at least. At any rate Mr. Davis believed that his proposition had qualities that would appeal once they had a proper chance and he hit upon the novel idea—for a fraternal society—of using the newspapers to get this result. Newspapers would sell goods—why wouldn't they sell memberships?

And they did sell memberships. The most of the effort has been expended in the West and it is in the West, therefore, that the order has had its growth. In the city of Cleveland, for example, where newspaper space was used, the order grew as a result from a membership of 300 to 4,000. In



**LOYAL ORDER
OF MOOSE**

BENEFITS:

\$7 a Week Sick or Accident. \$100 Funeral Benefit.	Free Medical Attention for Members and Their Families. Aid When Needed. Free Trade School for Members' Sons.
--	---

**ENTIRE COST
OF BENEFITS 2½ Cents A DAY**

NO ASSESSMENTS

The Order for You to Join.
For White Men, Ages 21 to 55.

WRITE TO-DAY for full information about this great order, or call and see
HARRY JONES, National Organizer, No. 5 Columbia Circle,
J. C. Woodruff, Deputy Organizer, Entrance on 48th St., next to
J. F. Judson, Post Office, Telephone, State elevator.

ROUGH-HEWED COPY, BUT IT PRODUCED
RESULTS

Sioux City, Ia., a lodge was organized with an initial membership close to 1,000, while in Los Angeles, Cal., one lodge is approaching the 10,000 mark which, when reached, it is claimed will be the largest individual lodge in the world.

The national organizers have now turned their attention to the East and are conducting campaigns in New York and Boston. To open the campaign in the metropolis 300 lines were placed in the *World*, January 14; 300 in the *Times*, January 16; and 100 each in subsequent issues of the *American*, *Journal* and *Globe*.

A solicitor of the order calls upon the prospects who reply by mail, although the office of the

organizer at the Moose headquarters is always open to care for the applicants who apply in person. Mr. Woodruff states that he has been somewhat disappointed in the number of replies received from the first ads in the New York papers. He said, as a matter of comparison, that the same amount of money spent in the Cleveland newspapers produced four times the applicants. Reports from Boston, on the contrary, he said, told of most satisfactory returns. The falling off in New York replies may indicate that the metropolis is a "big space" town and needs larger copy than the Moose used here and elsewhere.

One of the ads showing the character of copy used by the order is reproduced herewith. Other copy has the following lines that may be of interest to those who have not seen a great deal of fraternity advertising in the newspapers: "There Are No Moose in Potter's Field"; "Aids and Protects You. Comforts Your Widow and Orphans"; "The Order for You to Join"; "Are You Lonesome? You can Have More Than 600,000 Brothers in 1912"; "A Lusty Young Brotherhood—The Giant of the West."

ANOTHER STANDARD SIZE MAGAZINE ENLARGES

Beginning with its February issue, *Hampton's Magazine* changes from standard size to a form eight inches wide by eleven inches deep. This magazine is now published by the New Hampton Publishing Company. In explaining the reasons for the change, H. A. Biggs, vice-president, says: "There has been a great deal said about the readers buying the magazine not only for its editorial pages but because they are interested in the advertisements. If such is the case, why not arrange these advertisements so that the reader can see them conveniently?"

NEW HOME FOR TOPEKA DAILY

Frank P. MacLennan, owner of the Topeka (Kan.) *State Journal*, has begun the erection of a thoroughly modern plant. One feature of the structure now under way is the south wall, which will be all windows, with the exception of the necessary columns and terra cotta facing.

Goods and Ideas

The
Woman's Home
Companion
is devoted just
as much to
selling
the right
sort of goods
to women,
as it is to
offering them
the right
sort of ideas.

GETTING GOOD RESULTS FROM THE PRINTER

ADVERTISING MAN NEEDS GENERAL KNOWLEDGE OF PRINTING MATTERS—COMPARATIVELY FEW GOOD AD COMPOSITORS—NEED FOR LAYOUTS—LEAVING SOMETHING TO PRINTER—IMPORTANCE OF DIPLOMACY—THE GENERAL ELECTRIC COMPANY'S STANDARD DIRECTIONS TO PRINTERS

By S. Roland Hall.

I have heard considerable about advertising men's trouble with printers, but I have never had much of that kind of trouble. Barring one or two swell-head foremen, I have found printers a rather easy lot of fellows to get along with—men that, as a rule, try to please. The friction between writer and printer, the printer's jealousy about his prerogative or his assumption of superior knowledge, his profanity over directions that are ridiculous or that are impossible to follow—these are all things that have come to me mostly through hearsay rather than through personal experience. And I am not a printer; I have not in all my life set as many as a hundred words in type; and I cannot recognize more than twenty-five or thirty styles of type without consulting a type book.

I attribute my good luck, in dealing constantly with printers during thirteen years, to the fact that I, early in my advertising life, stored up a good *general* knowledge of type, engraving and printing-house methods; that I take care to give the printer a good idea of what I want, and I treat him as a fellow-worker. That last point is important. One of the best-known copy writers in Chicago went into an agency composing room one day and was so domineering and insulting in his attitude that he got knocked down; by the jeers that went over the shop as he keeled over a type-case, he learned that every printer in the room had it in for him and also learned why it was difficult for him to get the best results.

A foreman of an agency composing room, speaking at a small gathering of advertising men some time ago, laid stress on the advisability of dealing with the printer as a fellow-worker. He referred to writers who seemed, he said, to look around for old bags, scrap paper or other junk on which to write their copy; who gave rigid directions about things that required only general directions, and who were unreasonable and domineering. He declared that such men could not get the right results from a printing force.

I certainly do not mean, by the foregoing, that it is easy to find printers who, without any layout or any directions, can give you what you want or a better advertisement than that you had in mind. On the contrary, as every advertising agency knows, it is no easy matter to find first-class ad-compositors. That most printers may feel that they are experts on ad-display means nothing. A man might be a fine compositor on letterheads and very poor on ad-display; he might be strong on department-store set-ups and weak on mail-order advertisements. The plain truth is that any man—printer, writer or any one else—must give ad-display considerable study before he is competent to design the various kinds of displays needed in advertising practice. Even such special branches as street-car advertisements require special knowledge and experience. A man is no more an expert designer of displays because he has set type than is a carpenter an expert designer of homes because he has had long experience with the saw, the hammer and the chisel.

THESE PRINCIPLES WILL HELP IN RELATIONS WITH PRINTERS

Therefore, I put down, as the first principle on getting good results from the printer, that an advertising man ought to have a good general knowledge of type, printing-house methods, and the principles of display, and be able to make at least a rough layout of the effect he wishes to get.

"Most Effective Copy in Farm Papers Today"

Clipping From December "Agricultural Advertising."

is contract is printed in the
Also space is arranged so that the num-
of head of stock the farmer owns is filled
in. I do not know who writes his advertising,
but whoever it is, I will take my hat off to
him. I pronounce it the most effective copy in
the agricultural press today. He uses splen-
did illustrations and talks the quality of his
article from beginning to end. He puts in
nine or ten good testimonials and then at the
extreme bottom of the advertisement under his
name and address he prints the price in either
for six-print type.

From an article written by Mr. Oak Davis, advertising manager of Nebraska Silo Co., Lincoln, Nebr., entitled "Tests for Measuring Efficiency of Advertising."

The article referred to is "Sal - Vet," prepared by The S. R. Feil Co., Cleveland, Ohio. It is being widely advertised in all the leading farm papers.

Thanks, Mr. Davis.

We take our hat off to you—

BECAUSE, your judgment of "the most effective copy in the agricultural press" is backed by the **most phenomenal SALES** ever produced direct from farm paper advertisements.

That's the **REAL** test—**SALES**.

From an appropriation of \$5,000.00 to \$100,000.00 annually, in less than two years, is going some.

And the **SALES** were made *direct from the advertisements before* the advertising bills were due. No wonder the advertiser could increase his appropriation by leaps and bounds.

That's what "*Good Copy*" can do—*will do*, when intelligently prepared; *honestly* placed. That's the **REAL SECRET** of Wade success. We have advertised so successfully for others we haven't needed to advertise ourselves. This ad would never have been written, nor inserted, had we not concluded that Mr. Davis' good judgment deserved concrete public corroboration.

"If a man makes a better mouse-trap than his neighbor"—well, you know the rest.

WADE ADVERTISING AGENCY

1775-80 Old Colony Building
Chicago, Ill.

The expert ad-compositor takes no offense at this; and the mediocre or weak compositor needs such a guide. If you could always be sure that an expert ad-compositor would handle your copy, you could save yourself a little trouble; but my experience in serving as a judge in display contests conducted by a leading printing magazine—read undoubtedly by the more progressive element among the printers—is that fully seventy-five per cent of the craft need a layout in order to give the competent advertising man what he wants.

The second principle is, don't be too rigid in your instructions. Here is where many arouse antagonism. When the advertising man insists on thirty-six-point being used, and the space is barely sufficient for twenty-four-point, the printer shouts with glee, or he shifts his quid and spits over in the corner, with an appropriate growl. How can you always know the right size of display type to use? Don't try to always know. Take a look at the size you think is most likely to go in and then write a direction something like this: "Cheltenham Bold, 30- or 36-point," or "Caslon Bold, largest size that will go in," or "Post Condensed or nearest style you have, in about the size shown." Sometimes, of course, you can be sure just what size will go in; sometimes, when you see it is going to be a tight squeeze to get in a size that is needed, you may have to count letters and perhaps choose a shorter word.

The condition is somewhat different in body type. Unless you decide whether you are going to direct the copy to be set in six-point or eight-point, you can't write the proper amount of matter, so it is usually well to suggest the size wanted for the body. But if the printer sees that you have left something to his judgment, he will feel better about it and give you a better job.

The third principle is that of co-operation. Many times has the little chat with the printer, as I went down with my bunch of

layouts or as we discussed the making up of a catalogue dummy, given me ideas that I needed. It was in such a chat that I got the point that in making up double-column and triple-column newspaper advertisements you could get a better effect by having the total width of the advertisement a pica narrower than the space available, that is, 25½ picas instead of 26½ picas.

There are some things to look out for particularly: The printer's tendency to use too much rule; an occasional disposition to scatter the white space instead of concentrating it; the tendency to do typographical stunts; the tendency on the part of very thoughtful printers to give very "artistic" displays that are really not displays at all.

The General Electric Company's advertising department, which handles a large quantity of copy, found that it could reduce poor work materially by making up its own style card and sending that out with all copy and layouts. The entire style card follows, with the exception that the signature settings are not shown.

General Electric Company Advertising Style Sheet

To the Printer Setting this Adv.

Please observe the following rules in setting all General Electric Company advertisements, unless otherwise specified on layout or copy:

Display

Display type should be confined to one series of type, including the regular, condensed, extended and italic forms.

Preference should be given to Caslon Bold, Cheltenham Bold or De Vinne, in the order named.

The size of display type should approximate that indicated on layout.

Displays consisting of more than one line, such as two-line heads, should be closed up so they will constitute a single unit. With small type, the shoulder will afford space enough; with larger type one to three leads (never more than 6 points) may be inserted between the lines. Never use *extremely* condensed type. Do not underline display lines unless so indicated on the layout.

Body Type

Caslon Old Style or some of its modifications should be used for body matter.

Set body matter solid in the largest size of type that space indicated on layout will permit.

(Continued on page 42.)

Confine yourself to few sizes. An advertisement seldom requires more than two sizes of body type. Captions under cuts should be set in 6 or 8 point body type.

Adv. No.

Always insert the adv. number near the lower right corner in 6 point roman.

Border

Use plain or parallel rule borders. On $\frac{1}{4}$ page or less, solid borders should not be larger than 2 points; $\frac{1}{2}$ page, 3 points; full page 4 to 6 points. Parallel borders may be proportionately larger.

Spacing

Never letter-space display lines. Where letter-spacing seems necessary, use a more extended letter, a larger size—or, shorten the line.

Avoid letter-spacing in body matter. Avoid wide spacing of words in both display and body matter.

Any leading necessary in body matter should be placed between paragraphs. Throughout, the adv. should be consistent in the distribution of white space. Let the white space between the border and the type be the guide. At no point should the white space be wider than the widest point between border and type.

Between sentences use an en-quad in preference to an em-quad.

Cuts

Be careful to see that cuts are inserted right side up.

All original halftones should be returned to the General Electric Company Adv'g Dept. immediately upon the publication of the advertisements in which they are used. *This does not refer to electrolyses.*

Proofs

Send 4 proofs.

Arrangement

Follow the layout closely and you will not go far wrong.

BIG, BUT HE READ IT ALL

SHERMAN & BRYAN.

NEW YORK, January 22, 1912.

Editor of PRINTERS' INK:

I want to be one of the many to congratulate you on PRINTERS' INK for January 18.

I can go through carefully the usual size edition in from one to two hours on Sunday afternoon, but yesterday I spent from 5 until 9 o'clock reading your Annual Review number as I found it so interesting that I did not dare "pass up," without reading, a single paragraph.

G. C. SHERMAN,
President.

PARKER REPRESENTS HARPER & BROTHERS IN THE WEST

Charles B. Parker has been appointed general Western representative of the advertising department of Harper & Brothers, with headquarters at Chicago, Ill. Mr. Parker has been associated with the advertising department of Harper & Brothers for the past ten years, covering the Central Western states.

TRY-OUT TO TEST PRODUCE

In a speech before the Chicago Advertising Association recently Frank H. Moss, of the Mahin Advertising Company, referred to the question of refusing advertising accounts. He said:

During the past year we have had a number of cases where men who were willing to spend liberal sums solicited our services, but in justice to ourselves we advised them against a campaign, for we believed they could not make such a campaign profitable.

"I remember a man from a small town in Illinois who came into the office wanting to conduct a mail-order campaign on trousers to sell at \$2.50 a pair. The appeal was to be directed to farmers. The farmer's dollar is hard to lift. It represents labor and patience, seed time, sunshine and harvest. The farmer knows the value of a dollar.

"I asked the man to send in six pairs of trousers and he did so. I sent these to dealers in the country and asked them to give us their judgment of them, and to say whether or not they were as good in quality as those they sold. Every answer condemned the value. I told the man to save his money because I knew he could not make good on a mail-order campaign unless he could give as good value as the farmer could get from his cross-roads store. We did not lose the amount of money that this man would have spent with us, because he has since recommended our service to a firm that has been with us for some time, that makes regularly advertising appropriations of good proportions.

"An advertising manager of a certain publication would not accept more than four advertisements in a given line of business. His reason for refusing others whose advertisements he might have secured is that if the attention of his readers is divided among more than four advertisers, the law of diminishing returns is encountered, and the advertising will not pay."

NEW STATUTE AGAINST FRAUDULENT ADVERTISING PROPOSED IN MASSACHUSETTS

Louis A. Foley, of Boston, introduced in the Massachusetts House of Representatives on January 12 a bill for the prevention of fraudulent advertising. The bill is couched in practically the same language as the Act of 1902, except that the following clause is omitted entirely:

And if it shall appear that any purchaser has been deceived or damaged in consequence thereof, the person, firm, corporation or association causing such advertisement to issue, upon the complaint of the person so deceived or damaged, [shall be guilty of a misdemeanor.]

There is a clause added which specifically prohibits misrepresentations concerning real estate—provided, however, that nothing in the statute shall apply to the sale of real estate at auction conducted by a duly licensed auctioneer—and the penalty is increased from a fine ranging from ten to one

hundred dollars to a fine of from fifty to two hundred dollars.

The word *knowingly* is still retained in the statute, thus leaving a loophole for the escape of the man who can maintain that he didn't mean to deceive.

The passage of this bill would bring the Massachusetts law much nearer that recommended by PRINTERS' INK, though not so broad and inclusive, because the elimination of the "upon the complaint of the person so deceived" clause makes the deliberate issuance of the advertisement a misdemeanor, whether anybody is injured by it or not. It will no longer be necessary to find some specific person who has been cheated, and is willing to swear to a complaint.

AGENCY MAN BECOMES ADVERTISING MANAGER

T. V. Orr has resigned from the Cleveland office of the J. Walter Thompson Company to become advertising manager of the Homer Laughlin China Company, makers of semi-vitreous china, Newell, W. Va.

THE NEW YORK HERALD

will open an office in the

People's Gas Company **CHICAGO** 122 South Michigan
Building Avenue

on February 1, 1912

for facilitating the handling of its

WESTERN ADVERTISING

Advertisements will be received there and prompt attention paid to all inquiries relating to

THE NEW YORK HERALD
THE NEW YORK EVENING TELEGRAM
THE NEW YORK HERALD Paris Edition

E. R. HODGKINSON
Western Representative

TELEPHONE
Randolph 6000

DIGGING FOR DATA

A SERIES OF QUESTIONS WHICH IT IS SUPPOSED WILL UNCOVER THE MOST ESSENTIAL POINTS IN A MERCHANDISING AND SELLING CAMPAIGN—THINGS THE ADVERTISING MAN NEEDS TO KNOW

"What constitutes sufficient information to advise intelligently on advertising?" asked Robert Wentworth Floyd in the course of an address before the Twenty-third Street (New York) Y. M. C. A. class in advertising. Before Mr. Floyd joined the advertising staff of the Currier Publishing Company he was sales manager of Stollwerck Bros., the chocolate manufacturers, and other large concerns. He proceeded to answer his own question by citing an actual instance out of his experience. A prospective advertiser putting out coffee in trade-marked packages addressed the following letter to Mr. Floyd.

I am a great believer in magazine advertising for certain articles. Whether the result can be brought about in proportion of the expense in introducing coffee is a question I cannot seem to determine to my own satisfaction. We have been putting on the market a Cut Coffee similar to the brand that has been advertised in your magazine known as — but of considerable better quality and packed in very much better package. We have sold through the Northwest covering the following states:

Northern Michigan.

Northern Wisconsin.

Northern Minnesota.

South and North Dakota.

Parts of Iowa, Nebraska and Colorado.

Montana and parts of Idaho and Washington.

Our selling prices to the trade are the same as —. The advertising we have done to introduce it has been entirely by local newspapers at different points, with demonstrations, samples, et cetera.

We would like very much indeed if you would give this a little consideration and write us what you believe could be done for us by magazine advertising, expense you would deem necessary, et cetera.

Thanking you for same and assuring you it will have the writer's personal attention, we remain, etc.

The old-fashioned way of handling an inquiry of this kind would be to reply in the most positive terms, if not to jump

on a train and bag the order before some one else got it. Mr. Floyd's experience as a sales manager indicated the wisdom of a very different line of action. Here is his reply:

There is nothing much more dangerous than half-baked judgment and immature advice.

I do not want to see any advertiser an unsuccessful advertiser. Practically no advertiser would be unsuccessful were he to be properly advised and go through the proper preparative stages before his advertising appears.

A number of personal questions are going to follow. These are not asked out of idle curiosity any more than your inquiry was based upon it, and your answers will be held in absolute confidence.

You ask my advice on advertising and to give you this advice I must know as closely as possible the exact conditions under which your goods are marketed and your facilities not only for marketing them in the present quantity, but your capacity for handling a business such as advertising alone will produce in these days.

It is not our desire to launch a manufacturer upon the sea of advertising unless a careful analysis of his proposition warrants honest conviction that the time is ripe.

Within the last few weeks I could cite one advertiser who was strongly minded to spend \$50,000 with us the first year, but who followed our advice in cutting it in half.

Another advertiser who intended spending \$20,000 now has under advisement our view that he had better not advertise at all for a few years or else multiply his appropriation by three.

Abstractly, there is to my way of thinking a very great opportunity open to some concern in your line to step into the breach made by coffee substitute advertising and make a killing.

Whether I would advise you to consider taking the pioneer stand—and get the pioneer's profits—will depend entirely upon a careful consideration of your individual position as outlined below.

The list of questions formulated so as to get at the inside facts of this situation will doubtless interest every other advertising man who believes in analysis and has puzzled over the best method of uncovering the true situation:

"Have you specialty salesmen calling upon the retail trade?"

"Do you credit them only on orders actually taken or are they credited with all that comes in from territory covered?"

"What is the average % of their salary and expense to their sales?"

"Or are your goods sold through brokers handling other lines?"

"Do your missionary salesmen fill

Get Down to "Brass Tacks!"

Are you really making it easier for the Dealer to sell YOUR PRODUCT, than "something else just as good?"

Look On Both Sides!

Just "forget" for a minute those pleasing anticipations of "*impressing the dealer*"—with the size and appearance of your "*advertising copy*," and the "large number of publications" you are going to use—and ask yourself *how well pleased he will be* by your "forcing him" to "stock up" (assuming that you do so).

Try Cheerful Co-Operation.

If you have not already adopted a "key-note" for your sales-publicity campaign—"do it now." "*Cheerful Co-operation*" is a good one. With the dealer—this means giving him *effective selling help*—in *his own store*. "*Direct-touch*" publicity—that indispensable factor to success—"turns the trick."

It Works Both Ways!

If you are not *helping the dealer* sell, as well as forcing him to buy—"think it over." If you are not making it *easiest* for him to *sell* your line "think it over again" again. "*Direct-touch*" publicity—on *your article*—makes the people buy it.

"Direct-touch" publicity is fully comprehended in "*International*" Advertising Sign-Service. If you are interested in knowing just what this service means—to the *dealer* and *yourself*—write, wire or phone

THE INTERNATIONAL SIGN CO.
1117 PROSPECT AVE., CLEVELAND, OHIO

orders direct from your factory to the retailer or do you clear through the wholesale trade?

"Have you any special deals with the wholesale trade which bind you to any particular course of procedure for a given time?

"What are the sizes of your packages and cases, and their prices—(A) to the consumer, (B) to the retailer and (C) to the wholesaler?

"Have you ever used 'free deals' to either retail or wholesale trade?

"Sliding scale of discounts on quantity?

"If you clear through the wholesale trade is this absolute or do you handle direct the better rated retail stores where difficulty is experienced with the wholesaler?

"What forms of advertising have you done so far—that is to say, what style of copy have you used and how interested the consumer?

"How have you interested the retailer?

"How have you interested the wholesaler?

"What forms of demonstration have you used—sampling, or in department stores, groceries and the like?

"Are you having much trouble with refused or substituted orders in any of your territories?

"Have you any 'follow-up' systems installed to (A) consumer, (B) retailer or (C) wholesaler?

"About how much do you find it costs to sell your first order of coffee?

"What does the average 'repeat order' cost?

"What are your average gross sales in dollars?

"What % net profit?

"The expense is figured—

"What % charged to sales?

"What % charged to advertising?

"What % charged to overhead?

"What are your terms to trade?

"What actual time do customers take? Are your prices f. o. b. factory or f. o. b. city of customer?

"What average amount of 'bills receivable' do you carry on your books?

"What average % of accounts prove uncollectable?

"What amount could you handle if the business were brought to you?

"What is your present output in pounds?

"What output would your present plant be capable of?

"What is your average monthly sale in pounds?

"What amount of goods are 'returned'?

"Do you ever consign goods?

"Have you a complete list of all your retail customers, or do you not keep record of those cleared through the wholesale trade?

"How long has your brand been known in the states mentioned?

"How do you find the trade 'sticks' after once being sold?

"How much of an office force have you?

"All busy?

"Mention your three nearest competitors in price and quality.

"What are their prices to (A) consumer, (B) retailer and (C) wholesaler?

"Mention any of their selling methods which you find most difficult to meet.

"You know, of course, that a national demand and a national distribution mean the tying up of large sums in credits, stocks, etc., as well as what you invest in advertising.

"What, in a general way, are your ideas along the line of expansion? A big national business in one year or—

"Allow two or three years to accomplishing this result?

"It is all a question of overcoming the inertia of trade and opening your channels of distribution—the wheel can be spun with one 'heave'—if the required weight is put behind it.

"With this as an outline you can undoubtedly add many more points which a thorough understanding of your exact status would require and I, on my part, will then be in a position to give you the only kind of advice which is worth a continental. Advice based not only upon experience, but tempered with understanding of that particular slant which hits your particular requirements.

Mr. Floyd did not give the sequel to this incident, whether a great and successful advertising campaign was launched or whether the questions caused the manufacturer to expire of heart disease.

MERGER OF CLUBS

The Minneapolis Publicity Club, which has been a moving spirit in the life of Minneapolis for the past five years, has been merged into the Civic and Commerce Association which has been recently organized to take over all the commercial associations of the city. The Publicity Club was organized by the advertising men of the city at first, but outgrew the early plans until it had 1,500 members with weekly luncheons with many hundred in attendance. A forum of the club was organized a year or more ago to discuss advertising problems from the technical standpoint.

The officers of the Civic and Commerce Association plan to raise \$200,000 a year and spend \$25,000 in advertising the city.

PITTSBURGH WANTS 1913 CONVENTION

That Pittsburgh has joined the ranks of those cities after the convention of the Associated Advertising Clubs to be held in 1913, was emphasized at the smoker of the Manufacturers' Publicity Association held January 20.

Telegrams were received and read from the Dallas Chamber of Commerce and the Dallas Real Estate Exchange asking Pittsburgh to send a special train there.

A BOOKLET printed on Cameo Paper looks too good to be thrown away. You will appreciate what we mean by that if you will send for the beautiful Cameo Specimen Book shown here.

CAMEO PAPER

White or Sepia—for Printing

The surface of Cameo Paper is *absolutely without gloss*, yet it takes the finest half-tones. It offers a soft, velvety background to illustrations and type which is restful and delightful to the eye. Cameo enriches illustrations, deepens half-tones and dignifies type.

The next time you plan a booklet or folder, ask: "Isn't this a Cameo job?" The use of Cameo will appreciably decrease the number of unread copies.

S. D. WARREN & CO., 163 Devonshire St., Boston, Mass.

Makers of the Best in Staple Lines of Coated and Uncoated Book Papers

Dictate a note
asking for the
Specimen
Book—
Now



A Remarkable Coincidence

**80% of COMFORT'S Circulation is Rural
81% of COMFORT'S Subscribers Patronize its Mail-Order Advertisers.**

This is more than mere coincidence.

These figures are pregnant with meaning to the experienced advertiser who knows that the country people are **the** mail-order buyers.

And this implies that country folks are habitual and studious ad. readers, which is a known fact.

93% of COMFORT'S subscribers make a practice of reading its ads, while 81%, as stated, patronize its mail-order advertisers.

They are mail-order buyers because they have money to spend and are searching COMFORT ads for better goods than they find in the country stores.

With the mail-order men, who test results by their keyed ads,

COMFORT

Stands in a Class by Itself

The Inevitable Inference

is that COMFORT Reaches the Cream of the Mail-Order Buyers.

Is it supposable that those who have the ad-reading and mail-order habit are not excellent prospects for the general advertiser?

Isn't that the class of buyers that national advertisers are trying to reach?

But few mediums of large circulation reach this class.

COMFORT

sends over 80% of its Million and a Quarter Circulation into country homes on R. F. D. routes and in towns of less than 5,000 inhabitants.

This quality of its circulation combined with large volume is attracting great national advertisers.

Forms close 15th of month before date of issue. Apply through any reliable advertising agency or direct to

W. H. GANNETT, Pub., Inc.

Augusta, Maine

NEW YORK OFFICE: 1105 Flatiron Building,

CHICAGO OFFICE: 1635 Marquette Building,

WALTER R. JENKINS, Jr., Representative

FRANK H. THOMAS, Representative

SOLVING KNOTTY TECHNICAL COPY PROBLEMS

WHEN THE APPEAL MUST REACH TWO CLASSES OF MEN — GIVING THE IMPRESSION THAT THE WRITER IS AN AUTHORITY ON THE SUBJECT—FROM AN ADDRESS BEFORE THE CLEVELAND AD CLUB

By L. E. Honeywell,
Of The National-Acme Manufacturing Company, Cleveland, Ohio.

The National-Acme Manufacturing Company builds multiple spindle screw machines. It also makes large quantities of the products of those machines, such as nuts, screws, and special milled parts made from bars of metal.

Thus it is at once apparent that the field is strictly mechanical, the article highly specialized, and its product almost universally used among machinery men.

For such products there are two classes of men to whom copy must be written: the department foreman or superintendent—the man immediately responsible for the operation of similar machines or the production of similar products—and the executive or office man—who is responsible for the bookkeeping end of the business. The mechanical man comes first in importance, for he usually suggests the adoption of new methods of production, and he is really the fellow who must be shown in the last analysis. But to the executive such points as efficiency, rapid production of parts, low manufacturing cost, etc., appeal strongly, and it is necessary to reach him as well.

The mechanical man generally has some "sore spots." He has had trouble getting his products accurate—methods of tooling up his machines are complicated—threading screws is a cumbersome process—and so on. It is easy to tell what they are, but not so easy to reach them properly, because he will only accept facts of which the technical details are familiar, and which emphasize the variation from his own method.

He is always on the defensive, and new ways strike him as im-

possible or impracticable. Therefore we not only must tell him *why* but, so far as may be, must show him *how* our way is an improvement over his own. It is all right to give the cold facts to the office man, for he doesn't care *how* the thing works, but with the mechanical man it is "show me" or vamoose.

Take for example the ad headed "Drilling." The question in the first paragraph is one which instantly arises in his own mind, so we have met him on his own ground. "Why use a four-spindle automatic screw machine for a simple job of drilling machine steel, which can be done on an ordinary screw machine or

DRILLING



FIRST POSITION

The drill in the one position shown is not yet ready to start drilling. It is only just beginning to cut the hole.

SECOND POSITION

In the second position the drill has cut the hole and is ready to start drilling.

THIRD POSITION

The drill in the third position has cut the hole and is ready to start drilling.

FOURTH POSITION

In the fourth position the drill has cut the hole and is ready to start drilling.

WHY use a four-spindle automatic screw machine for a simple job of drilling machine steel, which can be done on an ordinary screw machine or a lathe?

THE reason gets in the way in two different positions. These drill are made, all working at the same time, completing the piece in one-third the time it would take if it were drilled in one position.

But drilling is merely an example showing the practical results of the method. The same principle of drilling up the one spindle on all kinds of screw machines work, long efficient and more suggestive are required.

The reason is simple, plain, and different from any other. In every case reduce the production time of the part.

The National-Acme Mfg. Company
CLEVELAND, OHIO, U. S. A.
Sole Manufacturers of the National-Acme Mfg. Co. Screw Machines, Lathe Machines, and all kinds of Machine Tools.

SEE THIS
Illustration
Showing
Automatic
Drilling



Add for
"The Production of
Machine Parts"

THE "HOW" AND THE "WHY" MADE PLAIN

chucking machine?" He throws that question at us, and the rest of the ad answers it. The column on the left shows him *how* the Acme machine is used to drill a piece of steel, and the right-hand column tells him *why* "completing the piece in one-third the time it would take if it were drilled in one position." In other words, we show him that to multiply his production by three requires something besides the mere drilling of a straight hole as it is done on an ordinary drilling machine.

Another example is the ad headed "The Correct Speed for Accuracy." Again the first paragraph makes a statement with which any manufacturer of parts is familiar. Then we jump right back to our own proposition and show why and how the difficulty can be overcome. The last paragraph is more general, but has a bearing upon accuracy, as any mechanic knows. The progressive steps are again illustrated in the column to the left.

Now if, in either of these ads, we had failed to cover the points the mechanical man already knows, our chances of interesting him in our product would have materially decreased, because he

The CORRECT SPEED FOR ACCURACY

RUN a machine at correct speed and you not only lower the quality of the product but sacrifice the tools and shorten the life of the machine.

Acme Automatics at once overcome this waste from the point of design and tooling—there the use of multiple operations. Instead of pushing the tools to the limit they are allowed to operate only at the proper known speeds for cutting metals but they all work at the same time and, as a time they are done away from the cutting on four bars, a piece is completed.

Not alone does the method guarantee greater production but it ensures a smooth, quiet movement of tools, cuts and gears, preserves the life of the machine, and finally yields a product that is Acme.

THE NATIONAL ACME MFG. COMPANY
CLEVELAND, OHIO

Wholesale and Retail Dealers in the United States and Foreign
Sole Agents for the United States: The National Acme Mfg. Co., Cleveland, Ohio
Sole Agents for the United Kingdom: The National Acme Mfg. Co., London, England

WRITTEN TO TAKE ADVANTAGE OF WHAT MANUFACTURER ALREADY KNOWS

would have thought "that fellow doesn't know much about screw-machines." To give the impression that we are authorities upon the subject, we have got to show the mechanical man that we know at least as much about it as he does.

For the advertising man who is not actually a practical machinist, the most satisfactory way to get the information needed, is to go into the shop and talk with the men who are running similar ma-

"A Puller"

The Evening Times
Pawtucket, Rhode Island
is a recognized
"Puller" of merit.

Circulation
20,000 sworn.

Examined by A. A. A.
and N. W. Ayer & Son.

Field is
Pawtucket 51,000
Central Falls 23,000.
The Attleboros and
other townships in
Southern Mass. and
Northern Rhode Island
130,000 in all.

Pawtucket
is Rhode Island's
second city.

The Evening Times

**Pawtucket
Rhode Island**

chines. They tell us in their own words the practical points which have a bearing upon the other fellow. The boosters will give a lot of points to emphasize, and the knockers will keep us from getting in wrong with the expert.

After the copy is prepared, we go back into the shop again for verification of facts, or further suggestions.

One thing at least experience has taught us, and that is to feature but one point in an ad, be it drilling holes, making screws, or what not. Formerly we used to feature five or six points in an ad, in the hope that the man would pick out the one he was interested in. But we have received much better results since we adopted the present policy. We arrange our trade-paper campaign to cover all of our talking points during the period for which the work is laid out; indeed the same point may be covered two or three times during a year.

Writing technical copy is largely a matter of getting the facts, and arranging them so as to give the impression that the writer knows all about the subject. The principal appeal is to the mechanical man, with always an emphasis upon economy and efficiency to catch the eye of the fellow behind the man on the job.

FAILED TO QUALIFY AS TRADE-MARKS

Among the names recently offered for registration, and which were refused such recognition, were: Uma, Umay, Gold Band, Welcome, Elmwood, Cedarmere, Moulin Rogue, Cupid, Sovereign, Laurania, Thinker, El Transito, El Impello, Red Bird, Red Mill, La Republica, Simplex, Locket, Pine Glen, El Repleto, Belda, Strand, Gaiety, Strollers, Wall Street, Dover, Sun Bird, Loreley, Afton L, Pecora, Martinet, Osman, Apis, La Manica, Getmor, Banquet, La Seville, Alma, Donna Sylva, Navy Blue, Army Blue, Cuban Blue, Kyrle Bellew, Army Ribbon, Cuban Ribbon, Bo-Peep, Success, Columbia, La Astora, True Blue, Tampa Rosa, Choice Leaf, La Contenta, Peacock, Ideal, Busy Bee, Lady Marion, Choice Smoke, Uncle Nat, Uncle Tim, Uncle Cy, Uncle Mac, Uncle Lem, Tampa Trade, El Phanto, El Stama and Egyptian Gems.

ADVERTISING THAT KEEPS BUSINESS

POSTAL LIFE INSURANCE COMPANY.
New York, Jan. 18, 1912.

Editor of PRINTERS' INK:

There is one most important thing not touched upon in your article on the Postal Life campaign in your issue of January 11, to which I desire to call your attention, namely, that the advertising not only gets business but helps to keep it, by which I mean that the same publicity methods that prompted the public to come in strengthens them in their determination to stay in.

Those who become policy holders are also pleased to see the recurring announcements of their company in the public prints: we know they are, for they tell us so. They also tell us that they call the attention of others to the Postal Life advertisements; they often clip them and send them to friends and relatives, and others, whose welfare they have at heart.

Not a day passes that the company does not receive requests for personal information from those who state that their attention was called to the Postal Life by Mr. So-and-so, a "policyholder in your Company."

Furthermore, those who do not actually become policyholders, being fully insured, or who may have written through curiosity, are nevertheless, pleased with the full, official information sent them, and turn the documents over to others.

The company's publicity, outside the policyholders immediately and directly secured, is a chain of insurance influence that brings increasing business to the Company.

Direct or traceable results by no means mark the limit of advertising expenditure.

The direct returns from our 1911 outlay, gratifying as those returns have proved, do not represent half the benefit that will accrue by way of general publicity, by way of influencing policyholders to keep up their insurance.

W. R. MALONE,
President.

FOREIGN LANGUAGE PAPERS PROTEST

Representatives of 490 foreign language newspapers called on President Taft in Washington, January 11. There were twenty members of the board of directors of the American Association of Foreign Language Newspapers in the party.

Their call was to protest against "the apparent discrimination against certain corn products." They opposed the requirement by the Board of Food and Drug Inspection that labels of mincemeat, etc., shall bear the statement that the goods contain cornstarch or corn syrup, which are admitted to be wholesome. The directors also made protest to the Committee on Immigration against any new laws preventing desirable immigrants from entering the country, or which would hamper them financially.

YOU CAN TALK TO

ALL CLASSES—

ALL THE PEOPLE


ALL THE TIME

only by using

Street Car Advertising

"THE GOLDEN ROUTE TO SUCCESS"

And you can talk to ALL the people for LESS THAN HALF it will cost you to talk to HALF OF THE PEOPLE any other way, or all other ways combined. We mean JUST THAT.

 Read it again—analyze it!

Street Car Advertising is SUPREME as the most ECONOMICAL and most EFFECTIVE National Advertising Service.

We represent, exclusively, the Street Car service in more than three-fourths of the cities and towns in the United States, Canada, Mexico, Cuba, Porto Rico, Philippine Islands and Brazil. We plan and furnish every requisite of the largest and smallest advertising campaigns.

Street Railways Advertising Company

LARGEST ADVERTISING ORGANIZATION IN THE WORLD

WESTERN OFFICE:
First National Bank Bldg.
Chicago

HOME OFFICE:
Flatiron Building
New York

PACIFIC COAST:
California Street
San Francisco

Earned Prosperity



The January, 1912, issue of *Successful Farming* carried 18,618 lines of advertising at \$2.50 a line—more than any one out of twenty-one of the twenty-five leading standard size monthly magazines—more than any one out of twelve of the thirteen leading women's papers.

Every line is backed by *Successful Farming's* absolute guarantee as to reliability and honesty.

We promised advertisers 500,000 circulation. We gave them 575,000.

March will carry 600,000 circulation and it will be oversold as February is. We will not overcrowd it. We must respect the rights of our readers. To be on the safe side, get copy and cuts to us by the tenth of February.

SUCCESSFUL

E. T. MEREDITH

DES MOINES, IOWA

Get the SUCCESSFUL HABIT

Don't wait for Success to hunt you up. Go after it. Find out where the Successful People are and do business with them. Don't be superficial in your observations. Get down to the meat of things. Solid, Substantial, Permanent, Net Success is what you are after.

You recognize the fact that the farmer is the foundation of the prosperity of this Nation, and you want to do business with the farmer. Of course you do. Now do you know where to find the largest number of prosperous farmers in one bunch? Do you know how to reach them with the best introduction at the least cost per call?

Go through the records and study the figures. Get National and State reports and study them. Write to your dealers and ask them. Have your traveling men investigate the subject.

They will all agree that the great agricultural heart of the country in which Successful Farming circulates is richer agriculturally than any other similar area in all the world. They will agree that the farmers in that territory are more prosperous, read more, buy more and pay better than any other lot of farmers anywhere. They will agree that Successful Farming is absolutely and unquestionably the strongest single advertising medium in that territory and that you cannot afford to try to do business with the farmers in the North Central States without Successful Farming's help.

Go as far as you can in your investigation, but write to us. It is our business to know how to get your goods into the hands of these well-to-do farmers at a profit to you. Get the Successful habit.

Advertise in Successful Farming now.

U F A R M I N G

IT Publisher

MOINE WA

REASONABLE PRICE MAINTENANCE VITAL IN GROCERY TRADE

WHY THE SHERMAN LAW SHOULD BE LIBERALLY INTERPRETED — WHAT THE SO-CALLED "BIG PROFITS" OF GROCERYMEN REALLY ARE—HOW B. FISCHER & CO. ADVERTISED ITS CHANGE OF RETAIL PRICE TO PUBLIC

By Frederick W. Nash,

Advertising Manager of B. Fischer & Co. (Hotel Astor Coffee), New York.

[EDITORIAL NOTE:—B. Fischer & Co.'s retail price protection policy has grown out of fifty years of experience as importers, manufacturers and packers for the grocery trade. In view of the increasing agitation the country over to have the next Congress pass a law that shall allow reasonable price maintenance on advertised brands, the data herewith are valuable.]

"The very germ of civilized industry is the idea of well-ordered mutual work instead of disordered antagonistic work—a helpful and common-sense co-operation rather than a riotous and haphazard competition." So writes Former United States Senator Albert J. Beveridge, discussing the Sherman law and its misapplication to modern business. He also quotes history as showing that failures and hard times are unailing results of unintelligent, unrestrained competition of hundreds of thousands of little enterprises.

W. K. Kellogg, of the Kellogg Toasted Corn Flake Company, confirms this view from practical experience as a manufacturer and distributor of food. He says in PRINTERS' INK, December 7 issue: "I know of no better way—indeed, I know of no other way—to ensure a *living profit* to the dealer than to protect the price. . . .

The grocery business is a great, big, loosely organized trade. For every one real business man in the trade there are many who do not know their cost of doing business. Nine out of ten want to sell at a fair price, but when one cuts the price of a well-known article the rest feel they must meet the cut and the whole trade on that one item is brought to a no-profit

level. Leave it to them to work out their own salvation, and nine times out of ten they will work out their own destruction instead, and while they are doing it they also work out the destruction of the article they are cutting—that's why the manufacturer must protect his goods."

He might have gone further and said truly also that the working out of such matters, if left to the dealers, results in deterioration of quality or substitution of inferior goods to meet purely price competition, with consequent disadvantage to consumers as well as to retailers and manufacturers of quality products.

The grocery trade is a typical example of the need for maintaining the principle of legitimate price protection, especially on advertised and trade-marked merchandise. Here are a few facts and figures that are illuminating as to the actual conditions among grocers in the United States:

Number having capital of \$1,000 to \$3,000	56,000
Number having capital of \$3,000 to \$5,000	28,000
Number having capital of over \$5,000	16,000

Total, exclusively grocers (not including stores carrying other lines, such as general stores, department stores, etc.).....100,000

In addition to these 100,000 which constitute the successful class, there are more than 100,000 additional listed and classified as grocers with less than \$1,000 investment or resource.

The normal cost of doing a grocery business under modern conditions (now that the housewife must have everything delivered for her on short notice, even to a five-cent box of crackers or a penny yeast cake) varies from fifteen to eighteen per cent. of gross sales—seventeen per cent is considered a fair average. The grocer's gross profit on all sales averages only twenty per cent, rarely more, often less. Hence he can figure on an actual net profit of only three per cent.

Let us suppose that the successful 100,000 grocers manage to turn over their entire capital monthly on this basis:

Business with \$1,000 capital, \$12,000 annual sales, earns \$360.
 Business with \$2,000 capital, \$24,000 annual sales, earns \$720.
 Business with \$3,000 capital, \$36,000 annual sales, earns \$1,080.
 Business with \$5,000 capital, \$60,000 annual sales, earns \$1,800.

Contrast these returns for investment, risks, long hours and hard work required in the grocery trade as compared with profits and conditions in other lines of business, and all the talk about the grocer's large profits being a chief cause of the high cost of living seems pure piffle. One can count on two hands' fingers about all the men in the United States who have really gotten rich in the re-

Statement to the Public

November 1st, 1911.

Owing to increased cost, your grocer must get 38 cents per pound for

Hotel Astor Coffee

until coffee market conditions change.

Coffee prices have been advancing rapidly for some time, but we have delayed increasing the price of "Hotel Astor" until absolutely necessary.

The Quality of Hotel Astor Coffee

will always be maintained at its original high standard, irrespective of price conditions.



Blanchard

S. FINCHER & CO., IMPORTERS, NEW YORK

AN EXPLANATION TO CONSUMERS OF A
RAISE IN PRICE

tail grocery business in the last generation.

But this is not the worst of the grocer's troubles. Consider the army of small, unbusiness-like, unsuccessful grocers who come and go, in and out of the business annually. There is nearly twenty per cent change in the personnel of dealers in the grocery trade yearly; i. e., including those in the business and those who come in and go out within a year. This fearful rate of mortality and change keeps the trade in an unsettled, unorganized condition, and renders next to impossible the working out by retailers themselves of any effective price maintenance reform—especially as they



The mere statement that THE NASHVILLE DEMOCRAT leads both the other Nashville newspapers in volume of local advertising carried means nothing to a general advertiser or advertising agent unless he knows and takes into consideration the fact that

The Nashville Democrat

began publication Sept. 20, 1911, as the result of an unprecedented popular demand that instantly reflected itself in an immediate circulation of over 25,000 copies daily.

Local business men, merchants and others, who depend upon effective publicity to thoroughly, economically, and at the same time harmoniously cover the only field open to them, quickly seized upon the advertising columns of this remarkable newspaper, and have used them liberally from that day to this.

This talk is directed to the general advertiser and advertising agent, who with less at stake has been proportionally less interested and slower than the man right on the spot, to take advantage of the opportunity for intensive advertising in Nashville.

The new flat rate of five cents per agate line, one agate line or a million, it seems to us, presents what should be an irresistible invitation.

We are at your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

are to run afoul of the Sherman law if they combine to that end.

With full realization of these conditions through more than half a century's grocery trade experience, B. Fischer & Co. stand squarely committed to the principle of legitimate and reasonable price protection for the retailer of Hotel Astor Coffee and other advertised specialties.

This policy was adopted in the beginning and has been adhered to as a necessary and "reasonable restraint" of retail price making, both above and below the standard considered fair and most advantageous to all concerned. Not only is the dealer protected in making a legitimate profit on Hotel Astor Coffee, but he is protected from asking an excessive, unbusiness-like profit—a policy only too common, and one that only increases his competition from special tea stores and the premium coffee schemes which have been the natural outgrowth of the average family grocer's mistaken policy in trying to make up through excessive profits on teas and coffees for lost profits on sugar and similar no-profit lines.

B. Fischer & Co. believe in advertising the retail price to the consumer, for this reason (and others), and while there are the usual trade exceptions in the way of "hide-bound private-brand stores," "long-profit, long-credit accounts," etc., that object to this method of regulating their profits, our experience is that the better class grocery trade in general are in sympathy with a policy which provides for "a square deal for everybody."

DEALERS NOT LEFT TO STRUGGLE ALONE

When it was necessary recently to advance the price of Hotel Astor Coffee, the dealer was not left to struggle with the problem of getting the advanced retail price alone, but B. Fischer & Co. assumed entire responsibility for making the advance to consumer, and explained the reasons fully in a series of 140-line newspaper advertisements.

The writer concurs fully with Mr. Kellogg in his view that

"when the principle of price protection is brought into court by a litigant having clean skirts, engaged in a legitimate business and maintaining a schedule of prices solely to ensure a safe economic plan of distribution, it will be upheld and vindicated."

It is alleged that the purpose of the Sherman law is to correct certain abuses growing out of associated effort, but not prevalent in competitive effort. There seems to be general agreement among those who have studied the subject and are in positions which enable them to speak with authority that these abuses are chiefly:

1. Over-capitalization, with its watered stock influences.
2. Arbitrary price raising, and lowering especially to stifle legitimate competition.

If this is the correct view, it certainly would require a good deal of stretching to apply the Sherman law to the grocery trade in connection with a co-operative price maintenance policy operated on a fair basis for consumer, retailer and manufacturer—especially when there is no monopoly of business on the goods protected.

LEE RESIGNS EDITORSHIP OF "JUDGE"

James Melvin Lee, editor of *Judge* since 1908, has resigned to give all his time to the new department of journalism at New York University, of which he is the director. Since the opening of the college year last September he has been dividing his time between the *Judge* office and the University Building on Washington Square. His resignation will take effect on the beginning of the second semester of the university in February.

Mr. Lee has been circulation manager of *Outing*, editor of the *Bohemian* magazine, literary editor of *Circle*, assistant editor of *Leslie's Weekly* and then editor of *Judge*.

C. G. Deming, circulation investigator of the Association of American Advertisers, is lying ill in the Charity Hospital at New Orleans. His condition is showing marked improvement and recovery, which at first was thought impossible, is now hoped for. His home is in Columbus, Ohio.

The Esser-Wright Agency, of Utica, N. Y., announce the opening of their branch office in the Fidelity Building, Buffalo, under the management of George Clauss.

MAKING DISTRIBUTION MORE GENERAL

The Nineteen Hundred Washer Company, of Binghamton, N. Y., has adopted the policy of putting out its goods through dealers. Until a year ago this company was a rather prominent mail-order advertiser, also selling through its own branch stores, each of which was in charge of a manager who made sales as he thought best, frequently through canvassers and demonstrators.

The company had no men on the road. Within the past year, however, it has begun to make an effort to interest the dealers, with much success, according to a recent statement of General Manager H. L. Barker.

This does not mean that branch stores and mail-order sales will be immediately discontinued, but rather that distribution will be made more general, the better to take advantage of the advertising.

The Nineteen Hundred Washer

has had a progressive policy from the beginning. Its iron-clad guarantee of satisfaction has been enlarged upon in previous numbers of **PRINTERS' INK**.

PUBLICITY COMMITTEE OF THE LEAGUE ACTIVE

The Advertising Men's League of New York, through its publicity committee, is sending out a second letter to the list of 250 newspapers, asking for editorial comments upon the movement against fraudulent advertising. The first letter brought such good returns that a second appeal was thought worth while.

The league is contemplating the increase of its capital stock from \$2,000 to \$10,000 to admit of an increase of membership. The present limit of 200 active members has been reached, and there is a waiting list of nearly a hundred. The new capitalization will admit 800 active members and 400 associate members. Honorary membership is to be abolished.

The Pennsylvania Farmer of Meadville, Pa., recently purchased by the publishers of *The Ohio Farmer* and *The Michigan Farmer*, has removed to Philadelphia. This step is taken, it is announced, in order to secure a better equipped plant and better mailing facilities.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

A REVOLUTION IN SELLING SILK

OPENING OF RETAIL STORE IN NEW YORK BY BIG MANUFACTURERS, ROGERS THOMPSON GIVERNAUD COMPANY, FIRST STEP OF PLAN TO ASSURE METROPOLITAN PRESTIGE AND ESTABLISH EXCLUSIVE RETAIL CONNECTIONS THROUGHOUT THE COUNTRY

By Charles W. Hurd.

Last week one of the largest silk manufacturing houses in the country, the Rogers Thompson Givernaud Company, of New York, creators of Rajah silk and a long list of other trade-marked brands, took the revolutionary step of opening a retail "wholesale" store at their offices, Fourth avenue and Twenty-fourth street, and selling the output of their five large mills to the women of New York at direct-from-mill-to-consumer prices, which in some instances amount to one-third of the prices quoted by the retail trade.

This opening of the New York store was also the first step towards establishing a country-wide organization of exclusive retail connections in place of the present unrestricted distribution. This reorganization will result in securing the display of large lines of representative silks in each community instead of the inadequate and unsatisfactory stocks now carried by retailers and will provide the conditions suitable for growth and permanency.

The part played by the New York store, which is claimed to be the greatest silk store in the world, is thus much more important than to provide a retail outlet even in the most important retail market in the country. Its most vital function is to establish greater prestige for the "R. & T. Silks" than has hitherto been possible through the old methods of distribution by getting into close contact with the metropolitan consumer — who makes or mars fashions—and thus influences and stimulates business.

The large local advertising,

which has created a heavy local business at the very start, is being followed by advertising in the fashion, dressmakers' and trade journals, and will eventually grow into a national campaign. The New York store, therefore, besides being an important local outlet, is also a means to a bigger end.

The conditions in the silk industry have been far from encouraging for the past year or two. Many, if not most, manufacturers were able to see profits only with a high power microscope. The public has been turned away in large numbers from the silk counter by the high cost of living. There are many manufacturers also who believe that the automobile craze has hit the silk industry hard.

The chief troubles, however, have not been external, but internal. Competition in the silk industry is probably as close and demoralizing as in any other line in existence. There are special reasons why this is so. In the first place, there are undoubtedly an excessive number of manufacturers, many of them doing business on very small capital and accepting a small margin of profit. The long credits afforded by the raw silk importers, the easy terms on which silk-making machinery may be obtained and the liberality of commission houses in the matter of advances, induce men of small capital to enter the silk manufacturing industry and unduly extend their activities if they are already engaged in manufacture. Dull times like those of the past two years shake down these little fellows by the score, and their stocks, thrown on the market for what they will bring, promote further uncertainty and demoralization.

But bad as this is, it is not the worst feature for the manufacturer. The sharp competition among the manufacturers, their necessity for keeping their looms running and for reaching the market and their rivalry in producing novelties in designs and fabrics have operated to give the retailers an advantage which they have not been slow to use.

Instead of placing their orders well in advance and thus permitting the manufacturer to figure on his output and know exactly where he stands, they defer buying until the last moment, so as to make sure of what way the cat of fashion will jump and then place their orders accordingly.

This leaves the manufacturer holding the bag. He may be unable to fill all the possible orders of the selections desired and at the same time have his warehouses stocked with goods now rendered by this method of merchandising unsalable at a profit.

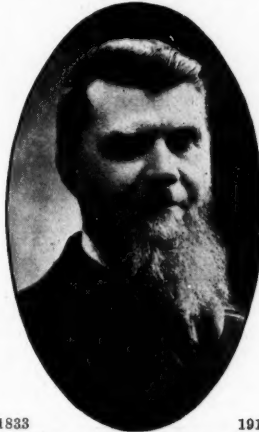
These goods consequently have to go on the market for what they will bring, and when they do so the retailers, who have previously refused to buy, step in and pick up fancy lots at bargain prices.

"This condition," one observer notes, "has produced what is probably the most exaggerated and untruthful advertising in the whole retail field. It is nothing at all for a retailer to advertise to sell for '\$1.50 a yard what was formerly retailed at five and six dollars a yard' when the silk was being offered for the first time and might have cost him, say, \$1.25, which gave him a fair profit at that.

"In consequence of this, then, there is a deep distrust of all silk sales on the part of the discerning public, a condition which does not help the manufacturer any more than the other demoralizing conditions do. These 'cut prices' and 'former values' are the bane of the business."

The Rogers Thompson Givernaud Company was affected by this condition in common with all other manufacturers, though perhaps less so than most others. It has practically all of their silks trade-marked (though not all of these on the selvage), and sells all under the general trade name of "R. & T." silks. For this reason they have fared better than other silks which have not been so carefully protected.

The distribution of the "R. & T." silks up to the time of this new departure had been through



1833

1912

J. M. STUDEBAKER.

Only surviving member of famous Studebaker Brothers, the wagon builders at South Bend, and a recognized authority on agricultural subjects in America and a close student of farming conditions the world over.

Before 1,700 farmers, representing the 80,000 members of the greatest farmers organization the world has ever known, gathered in convention at South Bend, January 9th, 1912, Mr. Studebaker said in part:

"I have come to believe that this marvelous Gleaners organization, which your worthy Chairman, Grant Slocum, founded less than eighteen years ago, is upon the right track towards solving the great problems which the American farmer has faced and now must meet. You are not only making better and more profitable farms, but you are making better farmers. I had no idea there was such a powerful organization of purely farmers in America."



GRANT SLOCUM'S
GREAT MICHIGAN
FARM MAGAZINE

THE GLEANER

100,000 guaranteed.

50c per Line.

DETROIT - - - - MICH.

effected a year or so ago and the Givernaud Company with its extensive mill equipment was taken in that it became for the first time a practical matter. The consolidation now, with five big mills behind them, moved into the lower floor of a new big building at Fourth avenue and Twenty-fourth street, in a neighborhood which has developed faster in the last year or two than any other in the city, and set about developing their plans.

There was no hint of their purpose until some two weeks ago, when announcements appeared in the papers that the company would open at its location a large wholesale silk store, the greatest in the world, and these were followed by a large six-column newspaper invitation to the women of the city to attend the opening last week and examine the "largest collection of fashionable silks ever displayed under one roof at prices hitherto unknown to the retail customer."

The fact that while they previously had bought "R. & T." silks they had never been able to see in any retail store more than a mere fraction of the extensive ranges of silks brought out each season was duly emphasized in the advertisement.

"We have been kept apart from you, the wearer," ran the ad. "We intend to get in touch. We want to meet you face to face. *We want to do for you in price what we have done for you in quality.*

"For these reasons," the ad goes on, "we have taken this bold and radical step which will mark a revolution in silk selling methods in New York City."

Some idea of what the revolution means may be gained from the offer of a certain silk at ninety-eight cents a yard, which "has been selling in retail stores at three and four dollars a yard." This, it is to be noted, is not a "cut price," but is the cost with full wholesale profit figured in together with the store overhead

Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

253 BROADWAY

NEW YORK CITY, N. Y.

charges—minus only the retail profit and excessive pricing.

The announcements of the opening of the store were seen in practically all the daily and Sunday newspapers in New York city. The chief advertisement took the form of an invitation to the women of New York to call at the store, and occupied six full columns. The other advertisements averaged about a hundred lines double, each with heavy black border and a cut of the trade-mark in the middle.

The effect of this advertising was instantaneous. Six thousand women are reported to have attended the sale on the opening day, being counted at the door.

After a time the New York City advertising will be concentrated in a few papers.

In addition to the newspapers and the strictly fashion publications, large space is being taken in the dressmaking magazines, *Vogue*, *Theatre*, *Smart Set* and the like. The general magazines will follow in due course when the proper distribution has been secured.

To reach the retail trade the *Dry Goods Economist*, *Dry Goods* and other trade papers have been employed by the Federal Advertising Agency, which is handling the account.

The new plan is even more definitely put in the trade announcements, thus:

For many years past we have given much thought to the subject of more thoroughly popularizing the meritorious silks of our manufacture. We have spent large sums of money in various publicity methods calculated to create a demand at the retail counters of our customers. From this we have received a reasonable amount of indirect benefit.

To-day many problems confront the manufacturer who is making an honest effort to keep pace with the requirements of fickle fashion. . . . We now recognize the necessity of instituting some method whereby we may keep in more immediate and constant touch with the ever-changing pulse of fashion and we believe we have solved the problem.

It is generally conceded that New York City is the Paris of America and that women of New York virtually set the fashions for the country at large. After much careful thought we are convinced that the only way for a manufacturer to *thoroughly understand and know* the fancies and requirements of

the women is to meet them face to face.

We have in consequence of our conviction devoted a large space in our great wholesale establishment for the retailing of silks to the women of New York City. It will be the greatest silk store in the world and through this radical and new method we will popularize our silks in the world of fashion more thoroughly and more quickly than ever has been done by any manufacturer in America.

We propose to give an impetus to the sale of our silks in the retail stores throughout the United States, the equal of which has never been known. We will appoint one store in each city and town as an exclusive agency for the selling of "Genuine R. & T. Silks." Our present large chain of mills and extensive variety of manufacturing devices enables us to make every character of silk demanded by ever-changing fashion.

This plan, which has only been adopted after seven years' consideration, is intended to be permanent in its general features. It is not contemplated to open any more stores, to establish or acquire a chain of such stores.

What effect this revolutionary departure in silk selling will have on the methods of other manufacturers can only be guessed at this time. There has been the greatest difference of opinion in the trade regarding the practicability of the step now taken by the Rogers Thompson Givernaud Company. If the plan succeeds, other manufacturers will doubtless follow suit. Naturally only the larger manufacturers, those with ample capital and a wide variety of offerings, can do so to the best effect.

A CHANCE FOR A DOCTOR OF ADVERTISING

Census returns show that during the decade ending with 1910 the population of this country increased 21%. This should necessarily mean a corresponding increase in needs for consumption. But the improved farm acreage increased only 4.2%. This 21% increase of population was not evenly distributed. Urban population increased 34.9%, while the rural portion, from which the producers of food come, increased 11.1%, or less than one-third as much as the urban.

In 1840 agriculture composed 78% of all gainful occupations; in 1900 the percentage had been reduced to 33%. Probably the full census returns for 1910 will show a further decline.

Demand Insurance

Many advertisers spend thousands of dollars to create a demand for their product. Few spend any money to insure or sustain that demand.

The McKelvey Co-operative Sales Promotion Plan

is an absolute demand insurance that has been perfected as the result of years of selling experience.

It will make your product so necessary to and easily identified by the consumer that he or she cannot be inveigled into taking a substitute.

It will make the retailer such a strong friend that he will be anxious to push your goods to the fullest possible extent. The McKelvey Sales Plan does not require any change in your present selling methods. It is worth investigating. Write today for the facts.

THE MCKELVEY COMPANY
200 FIFTH AVENUE NEW YORK CITY

SELLING PORTABLE HOUSES BY MAIL

HOW THE R. L. KENYON COMPANY OVERCAME UNUSUAL MARKETING DIFFICULTIES — NATION-WIDE DEMAND FOR PORTABLE HOUSES CREATED THROUGH GENERAL MAGAZINE ADVERTISING — SALES ALSO THROUGH AGENTS

By W. Lester Taylor,
Of the Cramer-Krasselt Company, Milwaukee.

When the R. L. Kenyon Company decided to take up the manufacture of portable houses, some years ago, they faced marketing difficulties peculiar to their own particular product. The jobber was out of the question, for much of their business would be special orders and no jobber would care to carry a stock of houses, even though packed very compactly.

The majority of retailers, likewise, were not to be considered as far as actually carrying the house in stock was concerned, for very few of them have sufficient display space available for setting up a house. Many of them would gladly have done so if display room permitted, for the Kenyon take-down house exactly meets the requirements of a portable house and dealers everywhere recognized its merits.

A few large department stores like Gimbel Bros., of New York and Philadelphia, having ample space in the sporting goods and house furnishing departments, welcomed the opportunity to handle these houses because they not only have room to set one up, but the very nature of the house itself was an advantage in exhibiting other lines of goods that appeal to vacationists and owners of summer homes. In this way very little space was actually taken up by the house.

As there are so

few stores of this size, however, the department stores could not be considered a large factor in the distribution, but many of them, as well as a large number of sporting goods stores that handle other Kenyon products, do act as agents for the house and sell by catalogue. Were it possible for the rank and file of dealers to carry a full-sized sample of this house in stock, the selling problem would be easily solved, for the practical nature and the many uses of a house of this character make it a comparatively easy seller.

The class of buyers, too, made it impossible to sell exclusively through dealers. This type of house appeals not only to city and suburban residents who want open-air sleeping apartments for warm weather, and those who can afford summer homes, but to hunters, miners, railroad and grading contractors and others who need an inexpensive house. The latter classes, usually being in sparsely settled districts, are not as a rule within easy reach of large stores. Taking all these facts into consideration, selling by mail or possibly through agents seemed the only solution of the problem.

With so many classes of buyers to reach, magazines of general circulation offered the surest and most economical means of getting inquiries of the right sort. Accordingly a campaign was planned to reach the ultimate buyer and at the same time interest dealers,



TAKE-DOWN HOUSE

Own a Portable Summer Home of your own at the price of a season's' renting.

Don't be tied down to one spot. Get a Kenyon Take-Down House—move where and when you please. As easy to move as a tent and ten times as comfortable. The rent you pay for a cottage or for board at a summer hotel over season, will pay for a Kenyon House, which will accommodate the whole family season after season. Pack it up and bring it home when vacation is over—no risk of loss from fire or theft. Ideal for resorts, woods or mountains. Also adapted for out-door sleeping apartments in the city. Can be used any time, anywhere, for doing of a permanent home. Warm in winter—cool in summer.

Fields compactly. Store in attic or basement when not in use. Put up in a few hours by anyone. No special tools needed. Weather proof, vermin proof, fire proof. Perfectly ventilated, fitted with rest proof screens. Revolving windows raised or lowered from the inside. Attractive and sanitary. Strong and substantial—can't blow over, even in the severest storm. All sizes, 1 to 5 rooms. Frame of seasoned lumber—covering of Kenyon heavy duty fabric—guaranteed not to rot, crack, leak or mildew. Metal parts are rust proof.

On exhibition at R. L. Kenyon's Show, Madison Square Garden, N. Y., March 10 to 11, Buffalo, N. Y., March 22 to April 1.

Kenyon Portable Garage

Some materials and construction as Kenyon Take-Down House. Made as strong as all steel. Safe, fireproof and better in every way than any other portable building.

Lighted Stand—use in every room. Good guarantee for outside clothes and aprons. Write for full interesting catalog.

We also make Motor Boat Tents, Lawn Pavilions, a colored waterproofed Canvas Tents, Picnic House, a portable garage, etc.

THE R. L. KENYON CO.
Dept. 24, Waukegan, Wis.



THE BASIS OF THE ADVERTISING APPEAL IS OUTDOOR LIFE

agents and local representatives wherever possible. The *Saturday Evening Post*, *Collier's*, *Everybody's* and *McClure's*, with twenty-eight and fifty-six line copy, were used to reach the masses; *Outer's Book*, with half-page copy, and *Field and Stream*, with quarter pages, were used to reach hunters, campers and others who love the outdoor life. Considerable space was also used in *Good Housekeeping* and *The Woman's Home Companion* for, strange as it may seem, a large number of inquiries for this house come from women.

As a result of this campaign thousands of inquiries were received from every part of the United States and some from foreign countries. In the few localities where agencies had been established inquiries were, of course, referred to the dealer or representative in that locality, but with the majority of inquiries effort was made to secure an order by mail. For the follow-up, in addition to the catalogue and the usual series of form letters, a

neat little pamphlet entitled "Nature's Call" was sent either with the first letter or a few days following.

This was a three-color booklet of a size to fit the ordinary business envelope, showing the Kenyon house out in the woods, at the lake's edge, in the mountains, and several other views of a similar nature, several interior views, in actual colors, were also used to show how the house could be furnished as attractively and cosily as any home. The text of the booklet was worded to rouse the back-to-nature instinct in the reader.

This direct-to-consumer campaign resulted in a highly satisfactory number of sales by mail and also was the means of establishing many new agencies. Wherever possible an endeavor was made to interest the purchaser in acting as agent for the house in his territory. A further effort toward securing agents was made through the classified columns of newspapers and a few of the higher class magazines, offering



HANG IT WITH "SIGNPUTS"

The slickest device for
attaching paper display
material to show windows.

Signs put up quickly.
Stay where they're put.
Don't soil glass.
Can be moved to suit.
Have neat appearance.
Have longer life.
Can be taken down in a jiffy.
Can be rehung repeatedly.

Endorsed by makers and users of display material.
An economy, not an expense. Prices and samples on request.

JOHNSON & JOHNSON, New Brunswick, N. J.

the exclusive agency to desirable parties. This effort also met with considerable success and further strengthened the chain of local representatives, which now extends from Maine to California. The agencies, and direct mail-order work in connection with general magazine advertising, are looked upon as the final solution of the selling problem.

MUST PAY FOR ADVERTISED PUZZLE PRIZE

The Chicago *Tribune* publishes the following, which has a Detroit, January 23, date line:

"In a justice court here to-day the piano firm of Story & Clark, of Chicago, which has made a specialty of offering prize 'gold certificates' for the solution of infantile puzzles advertised in the newspapers, was held liable for the full face value of such certificates.

"Ernest Manthel solved the puzzle and received a certificate for \$280. He selected a piano priced at \$435, but the company would not accept the certificate as first payment, insisting that he add \$5 in cash. He did this and was given a contract bearing credit of \$285 on the piano.

"The piano was not delivered. When he went to ask why, he was told that another salesman had sold it by mistake and they had no more like it. They had plenty of higher-priced ones, but he would have to put up more money.

"Manthel would not consent to this. He demanded that they get him a piano like the one he had contracted for and deliver it to his home. They refused, and he brought suit for the amount of credit named in his contract. He received judgment in full.

"The company appealed to the Circuit Court. The case is similar to one in Chicago in which the United States postal department issued a fraud order several months ago."

TO USE MAGAZINES

The Worcester Salt Company is opening an advertising campaign in which for the first time it will make use of periodicals. The following papers have been selected: *Ladies' Home Journal*, *Woman's Home Companion*, *Delineator*, *Associated Sunday Magazines*, *McCall's*, *Farmer's Wife*, *Kimball's Dairy Farmer*, *Ford's Dairyman* and *The Kansas Farmer*. The publicity of the company in the past has been confined to various sampling ideas carried out through the churches, county fairs, etc. The Blackman-Ross Company has charge of the account.

Cone, Lorenzen & Woodman have been appointed sole representatives in the foreign advertising field, East and West, of the Grand Rapids, Mich. *News*.

DINNER TO YOUNG ADVERTIS- ING MANAGERS

J. George Frederick, of the Business Bourse, gave a dinner January 22 at the City Club, New York, to a group of "especially young men holding responsible managerial positions in advertising." His guests were: F. B. Clark, advertising manager, Remington Arms Company; R. S. Scarborough, advertising manager, New York Telephone Company; H. K. McCann, of the McCann Agency; Ed. M. Baker, advertising manager, Colgate & Co.; Harlan J. Wright, advertising manager, Wm. Whitman & Co. ("Arlington Mills"); P. A. Tomes, advertising manager, Atlas Portland Cement Company, and F. J. Low, advertising manager, Johns-Manville Company.

A spontaneous novel feature of the evening was a statement by each in rotation as to the steps and manner in which they had entered the advertising business, which furnished both merriment and interest. By common consent, the subject matter of the evening's talk was treated as the Gridiron Club treats the subject matter of its talks.

GREENE RETURNS TO CANADA

Clyde E. Horton has been appointed advertising manager of the Sherwin-Williams Company, Cleveland, Ohio, to succeed L. R. Greene, who becomes advertising manager of the Sherwin-Williams Company, Ltd., of Canada, newly organized as a separate company to handle the Canadian business. Mr. Greene, who has been with the company twelve years, is a Canadian by birth and training and is well equipped for the Canadian field. Mr. Horton has been with the Sherwin-Williams Company for nine years.

DISTINGUISHED SPEAKERS FOR PERIODICAL PUBLISHERS

Governor Woodrow Wilson, Senator La Follette, Dr. S. Weir Mitchell, Mayor Blankenburg and William J. Burns have been secured as speakers at the annual dinner of the Periodical Publishers' Association of America to be held at the Bellevue-Stratford, Philadelphia, Friday evening, February 2.

NEW FARM PAPER

A new publication will be issued in Boise, Idaho, on February 1, to be known as the *Inter-Mountain Farmer*. The company which will publish the *Farmer* has been incorporated under the State laws of Idaho as the Inter-Mountain Farmer Publishing Company, with a capital stock of \$25,000.

The *Farmer* will be a weekly publication, and will appear on Thursday of each week. A. H. Allen will be the managing editor of the new publication, which will be represented in Chicago by Rodenbaugh & Morris.

THE CHANCES OF A YOUNG MAN
IN ADVERTISING

Making is mostly repetition work forever, when once you have made the first article right. You can set your machine at work and you might die and your machine go on making things. Making is a science.

Not so with selling. Selling is the greatest problem of future commercialism. Real selling is never mere repetition work. You can't die and go on selling at the same time. Dead ones don't sell. Selling is an art.

There are billions and billions of dollars' worth of goods to sell, and the man who makes them, generally, doesn't know how to sell them.

Here are the chances of the young man in advertising. *Can you sell?*

When business is brisk and the demand is good, any manufacturer can get along with little or no help; but when the market closes down, competition overshadows, or the supply exceeds demand, there is no price too high to pay that man who can turn the tide and sell the goods—this is the advertising man's chance.

There are, of course, varieties of demands for advertising men—it may be the publicity man who precedes the circus, than which there are few cleverer. It may be the representative or solicitor for a publication in all its details of circulation, classes, localities, etc., and how it can be used. It may be an advertising manager or an advertisement writer who must study his problem, his competitors, the market he sells in, etc.

It may, perchance, be as Advertising Agent, where nearly all the involutions of the Advertising Manager's detail must be multiplied by several, as one takes them up first in the hardware trade, then with a different product among druggists, then another to the drygoods trade, and so on.

Now you sell through jobbers, now you sell through manufacturers' agents, now through branch houses, now direct to retailers, and then again by mail order. First you want to appeal to women in general, and then you find it is only to the fastidious women, then to business men, or perhaps only merchants, or you have something for the boy or girl, and all of these things you must solve down to a practical answer through the established methods of doing business and the more or less changing attitude of human nature, and the ever fluctuating mediums of approach.

There are times when an advertising man needs to know all of physics, all of botany, all of zoology, all of chemistry, all of mechanics, all of history, all of geography, all of soils and all of meteorology. There is, I believe, no knowledge under the sun which an all-around advertising man may not find a way to use some time in his work.

But he must know selling and he must know psychology, however he may arrive at it and whatever he may call it. He must have that instinct which will tell him (on top of hard work) that this road or that is a safe one to follow.

—From address by F. H. Little, of the George Batten Company.

DEMONSTRATION KITCHENS
TO SPREAD TASTE
FOR RICE

METHOD EMPLOYED BY RICE GROWERS' ASSOCIATION LEADS TO ESTABLISHMENT OF PERMANENT KITCHEN IN NEW YORK—FREE LECTURE ON RICE COOKERY EACH AFTERNOON

The concrete appeal to the sense of taste is the method of the Rice Growers' Association, an organization composed of the growers and millers of Louisiana and Texas, in the particular branch of their publicity work known as the "Rice Kitchen." The association was formed, as has been explained in a former number of PRINTERS' INK, to increase the use of rice in America. The members believe in their product. They call it the "King of Cereals" and they are of the opinion that once the people of this country really learn its use it will become well-nigh as popular here as in the Orient.

But this result can only be arrived at, the association believes, by making the people care for it as an article of diet; and to bring this about requires something in the publicity field more than simply the use of space in the newspapers, magazines or street cars. Its view is that you may possibly interest a person in the use of a new breakfast food by telling him on a car card what a lot it will do for his brain development, but it would be pretty hard by that method to get people very wildly interested in the use of a food which they know how to cook in only one way and that way one that never resulted in anything very appetizing.

The thing to do was to get rice, prepared in its most enticing form, into the mouths of the people and the knowledge of how thus to prepare it into the minds of the housewives at the same time. To do this the Rice Kitchen was devised and one of them has been opened recently in New York.

The kitchen looks just like a restaurant of the popular class; it is popular so far as the cost

of the various viands served there is concerned but that is about as far as the likeness goes, although in another and the proper sense of the term it ought to be very "popular," as it claims to furnish food prepared strictly on scientific lines. The kitchen is conducted by Miss Ella Whitney Gould, a well-known teacher of the art of cookery and a graduate of the Lemcke School of Cooking, New York. Each afternoon at three o'clock Miss Gould gives a free cooking lecture on rice in which she tells of its value as an article of diet, the many uses to which it may be put and how it should be cooked. Cards are sent out announcing the lectures and given to the shoppers at the stores and many are reached by invitations sent directly to their homes.

The restaurant menu contains about all the regular items, including soups, fish, hot and cold meats, salads, egg dishes, vegetables, dairy dishes, sandwiches, desserts, coffee, etc. Mashed potatoes and rice are served with all hot meat orders and hot rice and gravy are served with all cold meat orders. The list of things served also contains the following combination dishes with rice: baked country sausage with rice, frankfurters with rice, cold corned beef, baked beans and rice, lamb chop, green peas and rice, pork chop, steamed apples and rice, beef stew and rice, cold boiled ham, baked beans and rice, hamburger steak smothered with onions and rice. Among the desserts are to be found the following rice dishes: Sliced bananas with rice and cream, stewed prunes with rice and cream, old-fashioned rice pudding and rice custard.

The first rice kitchen was established in Buffalo some ten years ago and they have been located temporarily in many cities and at all the large expositions under the management of, Miss Gould, but it is expected, she says, that the New York kitchen will be made a permanent one.

In addition to the other literature bearing on the use of rice that is put out by the Rice Grow-

ers' Association, there is given out at the kitchen a recipe book published by the Southern Pacific Railway which is the owner of much of the rice land of the South.

FROM THE FAIRBANK VIEW- POINT

THE N. K. FAIRBANK COMPANY,
CHICAGO, January 17, 1912.

Editor of PRINTERS' INK:

Replying to your favor asking my idea of the three chief abuses in the advertising business, I would put them in the following order:

First: Circulation exaggeration.

Second: Dishonest, fake and misleading copy. If all dishonest copy were eliminated, the copy of honest advertisers would pull twenty-five per cent better.

Third: Over production of magazines. There are too many magazines. This means unnecessary duplication of circulation. With half the number of magazines, even though the advertiser had to pay a higher rate, he would cover the field just as quickly and at less expense.

G. H. E. HAWKINS,
Advertising Manager.

LYNCHBURG AD MEN HAVE ROUSING MEETING

The Ad Men's Club, of Lynchburg, Va., had a very successful meeting on the evening of January 15. Following the supper, Charles E. Jones, of the *Cosmopolitan Magazine*, spoke on the subject, "How the Retailer Can Secure Out-of-Town Business." The Dallas convention was then discussed, and an "On to Dallas" Club was formed, with J. J. Morrison, Jr., as leader. F. L. E. Gauss, of *Collier's Weekly*, spoke on "Lynchburg's Neglected Opportunities." In the stead of Malcolm Moore, of Baltimore, who could not be present, President Harvey gave a brief history of the club and outlined briefly the work planned for the future.

CARPENTER-SCHEERER AGENCY INCORPORATED

The Willard Carpenter Special Agency was incorporated, January 29, under the name, Carpenter-Scheerer Special Agency. An office was opened in New York February 1 in charge of Willard E. Carpenter. The Western field is represented by Hugo E. Scheerer and Allyn V. Scheerer. Mr. Carpenter is the associate publisher of the *Texas Farm Co-operator* and formerly represented the *Chicago Chronicle* in the foreign field.

The advertising department of the *Herald and Presbyter*, of Cincinnati, O., will now be represented throughout the entire country by the Religious Press Association, of Philadelphia and Chicago.

ADVERTISING CARRIED BY NEW YORK DAILIES

The following is the advertising in total agate lines printed by record of the leading Manhattan dailies for 1911 and 1910. The figures are furnished by the Statistical Department of the New York Evening Post.

Paper	Total Space	
	1911.	1910.
Herald	10,112,565	10,572,038
World	12,064,412	12,083,718
Tribune	3,065,827	3,217,391
Times	8,130,425	7,550,650
Sun	4,062,584	3,988,047
American	8,643,121	8,615,775
Press	2,412,384	2,493,670
Evening Post ...	3,462,980	3,432,052
Mail	4,596,829	4,258,133
Globe	4,190,283	3,737,935
Evening Sun	2,903,403	2,633,003
Evening World...	5,826,362	5,430,462
Telegram	6,172,270	5,734,851
Evening Journal.	6,030,784	5,626,439

TO ELIMINATE WASTE

The advertising committee of the Commercial Club of Fargo, N. D., has started a movement to do away with all advertising in special editions of papers and magazines, programmes of all sorts and any out of the ordinary proposition unless first approved by the committee.

Members are asked not to listen to the argument of solicitors unless they have the card from the Commercial Club certifying that their plan has been found free from objectionable features by the committee. The business men estimate that thousands of dollars a year is wasted through the advertising of local concerns in propositions which have little merit.

"THE CHURCHES MUST ADVERTISE," SAYS CLERGYMAN

"The time has come when the churches must advertise if they want to continue to be effective. The logical advertising for the church is the newspaper, and the churches that adopt that policy will be successful in greater measure than those who do not," said the Rev. H. F. Holderby, of Philadelphia, who has been in Buffalo to discuss church publicity with Buffalo ministers. "My church employs a paid publicity man, and we advertise constantly. I will not say that without the advertising we would not be able to do anything, but the great bulk of our work would fall off, I think."

DUNLAP WARD CO. ELECTS NEW VICE-PRESIDENT

James S. Baldwin was elected vice-president of the Dunlap Ward Advertising Company, of Chicago, at its recent annual meeting. The Paige Detroit Motor Car Company's advertising will be placed next year by the Dunlap Ward Advertising Company. A large list of daily newspapers, magazines and farm publications will be used. The business was placed last year by the Chas. H. Fuller Company.



Advertising Knowledge that Brings Results

Every student of advertising, every business man, every man who does advertising or has it done for him, has a real need for the Advertising Course of the International Correspondence Schools of Scranton.

This is the most comprehensive Advertising Course in the world. It is compiled from the knowledge not only of the world's most prominent advertising managers, writers and editors, but also from our own advertising success representing 20 years' experience and an expenditure of millions of dollars.

Some of the many branches treated in this great course are:—

Analysis of Product, Market, and Mediums; Methods of Illustrating and Engraving; Type Display; Follow-up Systems, including Catalogue and Booklet Writing; the Relation of Advertising to Salesmanship; Managing Advertising Appropriations.

This is advertising knowledge that brings results—sound practical knowledge upon which any advertising man can absolutely rely without hesitation.

To learn what a truly all 'round course this is, and how it enables the advertising man to reach his highest efficiency, fill in and mail the attached coupon today. No obligation.

International Correspondence Schools Box 1206, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name.....

St. and No.....

City.....State.....

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1883 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, February 1, 1912

Sec. Willson Misses the Point. In response to the editorial which appeared in PRINTERS' INK for January 25, entitled "The Farm Needs Advertising," the following letter from the Secretary of Agriculture is noteworthy:

DEPARTMENT OF AGRICULTURE.
WASHINGTON, Jan. 20, 1912.

Editor of PRINTERS' INK:

I have your letter of January 19, inquiring as to the desirability of advertising farms and farming with a view of turning back the tide of immigration from the city.

There has been a great deal of information on this subject printed throughout the United States, although not so far as I know in the form of paid advertising. There is unquestionably need for help on farms, but the fact is that the class of men who have nothing to do in the cities would be worth very little if anything on the farm.

JAMES WILSON,
Secretary.

PRINTERS' INK has particularly in mind the vast amount of literature which tells how Johnny Jones, brought up in obscurity on a farm, journeyed to the Great City and straightway made his

fortune. The imputation to many a farmer's son is, "Go thou and do likewise." The Great City is held up as the only place where success is worth the succeeding.

Something ought to be said on the other side—how Henry Henderson, working for eighteen-a-week in the Great City, with the head bookkeeper's job ahead of him—maybe—found independence and ease of mind on his own forty acres. More farm help will not solve the problem—Secretary Willson is quite right there—but more men who could become employers of farm help will. Show us a few of the attractions of farm life—there are many—to counteract the constant output of tales which present the farmer's boy as an object of sympathy.

PRINTERS' INK says:

Any man who goes to the public with a proposition in which he only half believes is beaten from the start.

The Value of Good Will

The leading article in the January System deals with a question that is familiar ground to readers of PRINTERS' INK, "What is good will worth?" Some of the facts presented appear to have been derived from these columns, although inasmuch as they are facts they could also have been obtained from the original sources by independent process of investigation. Every additional sidelight that can be thrown upon this subject will be welcomed for the question is of vital importance to all business men and especially to advertising men.

Advertising produces two kinds of results, tangible and intangible. The tangible results are the immediate, direct sales which can be traced. The intangible results are called "good will" and imply a reasonable prospect of sales at some future time. In the minds of many business men, the latter consideration outweighs the former, as witness so-called "prestige advertising." When the man who has spent thousands of dollars in

this prestige advertising wants to sell out his business, is he going to be able to cash in on it? Is he justified in carrying it on his books as an asset and if so at what figure? These are practical questions. They are vital in formulating advertising policies.

The *System* writer performs a service in attempting to line up some of the factors that enter into the cash value of good will. He sets them down as follows: Trade-marks, trade-names, competition, advertising, merit of goods, location, franchises, patents. This is, of course, not given as a complete list. We call attention to the following additional factors:

1. *Continuity of earnings.*—A preferred stock which has paid seven per cent dividends for only one or two years does not command anything like the price in the open market of another seven per cent stock where the dividends have been regularly paid for fifteen or twenty years.

2. *Number of individual customers.*—A business with a hundred large customers is less valuable than another with identically the same gross sales but with five thousand customers. A soap business has a higher good will value than a piano business, sales being the same in dollars and cents. The larger the number of individual customers, the less is the likelihood of their all dropping away at once.

3. *Character of the industry.*—The older an industry and the more staple its products, the greater is the value of the good will of a successful concern in that industry. For example, at one time in the bicycle business certain trade names appeared to have a high good will value. But it was a new industry and the bottom suddenly dropped out of it, carrying down the apparent good will of many trade-names. Contrast this with a more staple industry, such as sewing machines, where the good will value has suffered no set-back.

This whole subject is so interesting, has so many different slants and has such a direct bear-

ing upon advertising policies that PRINTERS' INK has arranged with a well-known expert for a careful analysis of the entire situation.

PRINTERS' INK says:

Some advertisers are like some people you know; they invite Honesty to call, but don't set a date.

The Persistence of the Illogical

Frederic J. Haskins, who has written for the newspapers much interesting matter about the United States Government, has come out with a series of articles on the cost of living. In dealing with the increased cost of groceries, shoes, and other such commodities, Mr. Haskins quotes a "retail shoe man" as attributing the increased cost largely, if not wholly, to advertising. According to Mr. Haskins, this retailer has learned of an electric sign that costs \$100 a night and knows of a magazine whose space sells for several thousand dollars a page! Having discovered these two interesting things, the retailer ventures his belief that advertising is an unnecessary tax on the consumer; and he asserts that unbranded shoes can be bought for forty per cent less than branded and advertised shoes of the same quality.

This argument that money spent in advertising is a tax on the consumer will not down. Some one hears that certain advertising costs a large sum. Who pays for it? The consumer, of course. There is no one else, and hands are clasped in horror at the idea.

But those who reason in this wise forget that problems in economics are complex things. They forget that after generations of discussion we are not sure of just how protective tariff protects. Some things do not work out in reality as they apparently do in logic. For example, it seems obvious that high wages must produce high manufacturing cost. Yet the Tariff Board has just as-

sured us that *the lowest unit cost was to be found in those factories that paid the highest wages.*

They who cry out against the cost of advertising forget that the cost of promoting by means of salesmen is often even more expensive than promoting by means of advertising. Such reasoners stop in the middle of their argument; they do not figure out how the change that they desire in the order of things could be made.

Let's glance at the conclusions of the prominent retailer in question. He does not state his conclusions directly, but his inferences are fairly clear. He would say to the shoe manufacturer who advertises: "Stop imposing this tax on the people. Make as good shoes as you can, but spend no money either in advertising space or by employing high-salaried men to go around and dispose of your product by word of mouth."

To the consumer he would say: "Stop reading advertisements. It is a tax on you to get information about the things that you may want to buy. Just come to me and I will advise you."

To brother retailers he would have to say: "Make a careful study of customers, so as to know exactly what they want. Be well informed yourself about all the latest and best goods; I don't know how you will do this, because advertising is a tax and we are no longer going to have trade-paper advertisements or letter-advertisements; nor are we going to stand for having expensive salesmen come around and tell us about goods; we are not going to take information-seeking trips ourselves for the purpose of learning about goods. But deal carefully with the consumer; give him a square deal, for he will have no information about what he wants and will have to trust you."

What fallacies! Would any progressive manufacturer be content to produce a high-grade article and trust to the slow and uncertain process of personal recommendation by one buyer to another? Would "prominent retailer" take stock in any corpora-

tion that started out with that policy?

Would progressive retailers ever be willing to see all advertising to them eliminated or be willing to have the other sources of information cut off, for the sake of reducing cost to the consumer?

Will the consumer himself ever be willing to remain ignorant of the features of the merchandise he uses?

There are some sound economic principles that no one may be excused for failing to take into account. One is that increased production nearly always decreases cost, and that advertising increases production. Another is that distribution is rarely, if ever, automatic; some way must be found of spreading information about goods; if it isn't the advertising method, then it must be some other. And, finally, if we eliminate the advertised article—the demand stimulator—the "unbranded and unadvertised article," unless it happens to be an absolute necessity, can no longer camp on the trail of business-building goods and be sold at a lower price, which unfortunately it is now sometimes able to do on account of the fact that some one else pays for the advertising by which it profits.

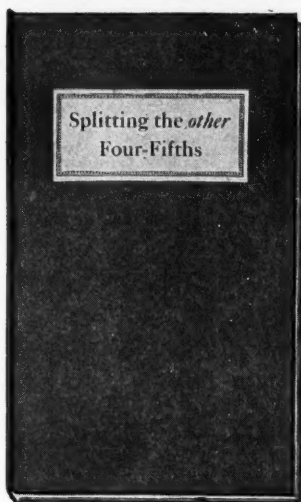
NEW BACKING FOR TECHNICAL JOURNAL

The Simmons-Boardman Publishing Company, New York, has bought the *American Engineer and Railroad Journal*, and will continue it as a monthly publication devoted to railway mechanical department matters. Roy V. Wright, mechanical department editor of the *Railway Age Gazette*, will also act as editor of the *American Engineer*. Arthur E. Hooven resigned as Eastern manager of the *Railway and Engineering Review* in December, to become business manager of the *American Engineer*.

CHANGES IN "LADIES' WORLD"

Pierson H. Skelton has been placed in charge of the New York state territory for the *Ladies' World*. He will divide New York City with J. E. Dumars, who has also been given Philadelphia. George D. Terrien has been appointed New England representative with offices at 24 Milk street, Boston.

This
is the
Business
Book
of the
year



and
it is
Free

It holds more interest for the business man than most books that cost real money—in spite of the fact that it has “an axe to grind.” It advocates the pace maker of the modern business office—

The Edison Business Phonograph

This book shows where the *bulk* of efficiency goes to waste, where the *highest* priced energy may be conserved. It shows you how, by the use of this great business appliance, the productive capacity of every member of your office staff, from the president down to the newest typist, is practically doubled—and with less effort than under your present system. What the Edison Business Phonograph is doing in almost every branch of industry, in large



offices, in small offices, in every part of the United States—its various special and peculiar uses—all these things are covered and *thoroughly* covered in this book. And every word holds interest for you.

Write for it today.

Thomas A. Edison
INCORPORATED

211 Lakeside Ave., Orange, N. J.

HOW THE U. C. S. MEETS COMPETITION AND COMPETITIVE AT- TACKS.

(Continued from page 12)

Mr. Collins gave him an order at once for them. The customer took it, opened his pocketbook, drew out another paper and handed it to Mr. Collins. It was a receipt, showing that the customer had bought on that same day some four hundred dollars' worth of cigars through another United store. He had not even waited for the company to prove its sincerity.

I believe every successful concern has instances of this sort in its experience. Doing business is largely a matter of getting the public on your side, and it pays to go a long way toward bringing that about.

Recent Decisions of Interest to Advertisers

Agreement Between Competing Ice Companies Unlawful.—In a Kentucky decision (*Arctic Ice Co. vs. Franklin Electric & Ice Co.*, 139 S. W. 1080, 145 Ky. 32) it is held that an agreement between two competing ice companies does not fall within the class of restraints of trade that are reasonable and that therefore such agreements are contrary to law.

Misrepresentations Not Always Matters of Opinion.—The law allows considerable latitude in the matter of representations, but in *Stauffer vs. Hulwick* (96 N. E. 154) it is set forth the misrepresentations may not always be defended as matters of opinion—that whether they are mere opinions or are affirmations of facts is a question for a jury.

No Property Right in Descriptive Words.—It is a generally recognized rule of trade-mark law that no advertiser may hold for his exclusive use directly descriptive words that are the common property of all. In a recent case in which the Mississippi Wire Glass Company was a party, it was held that no property right had been acquired in descriptive words used exclusively during its control of process patents. Furthermore, it was laid down that there is nothing to keep one manufacturer of wire glass from using the same mesh as the original manufacturers adopted and used, provided there is nothing original in the design of the mesh and it is not patented.

THE INDIRECT SUGGESTION

Very often we buy goods indirectly because they are advertised, writes a woman in the *Toronto Adman*. One woman buys something that she sees advertised, and if it comes up to her expectations, henceforth, like Fairy Soap and Mellin's Food, it is "advertised by its loving friends." All her friends are advised to try it, and quite naturally when they go to buy, they say to themselves: "What did Louise say to get?" In this way I was persuaded to buy a bottle of Royal Vinolia Vanishing Cream. "And," said my friend, "be sure and keep the postcard you find in the wrapper, because it entitles you to a sample of some of its sisters," meaning perfume, talcum powder, etc. Of course, I filled in the blank, and in due course I received my sample, which led to future purchases and more samples.

I know you must have noticed those attractive ads of Williams' Talcum Powder, which showed a dainty maid holding an equally dainty vanity case in her hand. Now this vanity case was to be yours upon sending date of purchase of one box of Williams' Talcum Powder, together with the small sum of sixteen cents. The vanity cases that floated around shortly after among the girls I knew were simply legion. Finding my own little tin can rather low, I said, "Eventually—why not now?" and asked a clerk in Eaton's for Williams' talcum—violet. She fished around under the counter and finally emerged with a box which she presently handed me parcelled up. Upon opening it I found a rather clumsy looking can, all gold and red blossoms, and one breath was enough for me—carnation—a perfume I loathe. Of course, I took it back and explained that I had asked for violet. "We haven't anything of Williams' but carnation," she informed me.

"Give me Colgate's violet, then," said I, "and farewell dear vanity case."

NEW ORLEANS WANTS TO AD- VERTISE

Louisiana should advertise its temperature and New Orleans should advertise its attractions as a winter resort every time a blizzard is threatened in Chicago or the Middle West.

People have the habit of going to Florida and Southern California. Tens of thousands of middle Western people will crowd into Los Angeles this winter. They will take their tens and tens of millions of dollars and spend them there.

In the meantime, New Orleans will secure only a tithe of this tourist travel and this great amount of money.—*New Orleans Item*.

COLLIER AS AN AIRMAN

Robert J. Collier, publisher of *Collier's Weekly*, New York, has left to fly across the Isthmus of Panama in his aeroplane. He intends to photograph the canal construction work en route. Mr. Collier is president of the Aero Club of America.

HOW GERMAN MANUFACTURERS KEEP POSTED

AN ACCOUNT OF THE ROYAL LABORATORY FOR TESTING MATERIALS AT BERLIN—SCIENTIFIC INFORMATION WHICH HELPS MANUFACTURERS AND BUSINESS MEN TO SOLVE KNOTTY PROBLEMS

By Waldemar Kaempffert,

[EDITORIAL NOTE:—The following article is reproduced from the *Scientific American* by permission. It has peculiar interest for PRINTERS' INK's clientele just at this time when there is a general awakening to the need for more exact information upon which to build advertisements and advertising campaigns.]

A Saxon manufacturer of silk cravats found that his orders were steadily diminishing, although the season and the market were both in his favor. He made an investigation and* discovered that his customers were buying silk cravats from a Prussian manufacturer at a price fifty per cent less than that at which he could produce them. To the Saxon's eye and touch the cheaper cravats were as good as his own. He could detect nothing in the material that could explain why cravats exactly the same in appearance should be sold at two widely different prices. He spent a month in thoroughly overhauling his factory. He found that he was buying his raw material at the lowest possible prices; that his wages were not higher than they should be; that his overhead charges were not excessive, and that his organization was good. Yet the fact remained that the Prussian was underselling him and was apparently making money.

The Saxon was an expert in cravats—at least he thought he knew all about them, because he had been making them for the better part of his career. Yet for the life of him he could not explain why it was impossible for him to compete with the Prussian. One day a salesman of his suggested that it might be well to have the Saxon and the Prussian cravats scientifically compared by the Koenigliches Material-Prue-

A GREAT CHANGE FOR

Park's Floral Magazine

41st YEAR

We turned over a new leaf January 1st, 1912, and do not now accept advertisements not suitable for our women readers. That this was the proper move is proven by the favorable comment coming to us and from the volume of new business we are receiving unsolicited. Just the kind we want. This has made us eager for more, and we want your business because we know we can produce results for you. Our magazine has been further improved by the addition of a new cover design in colors. Over

600,000

paid subscribers are reached each month, 70% of whom have the prefix "Mrs." and are real buyers of articles for the home.

If your business needs this kind of patronage you can get it by using our columns.

Rates and proof of circulation sent if requested.

FRANK B. WHITE

Vice-President and Advertising Manager

326 W. Madison Street, Chicago, Illinois

REPRESENTED IN THE EAST BY

PAYNE & YOUNG

30 East 33rd Street, New York, N.Y.

FOR SALE

The Services of a Copy and Idea Man

I am now a publicity manager.

The job calls for too much managing for me to be at my best in copy and too much copy for me to be at my best in managing.

I want a place where there are advertising problems to solve and ideas to develop and translate into word-conviction.

It may seem like a come-down to drop managing some one else for a situation as one of the managed.

But I am old enough to know what I am about and young enough to have my best work ahead of me.

Some day a copy man (or woman) will come across with an advertisement which will sell so much goods that it will be a classic of advertising literature.

I'd rather be that man than manager of the Universal Trust.

Besides, this is an age of specialization, and my specialty is copy.

I would fit into an agency, a magazine, trade publication, a mercantile concern—into any line of commercial effort where simon-pure advertising salesmanship is wanted. Send for me and see.

BOX 538, PRINTERS' INK

What Do You Know About Premiums—The Business - Building Magic?

Within ten years 40 concerns with little capital and without established patronage have grown into the million dollar class. How have they done it?

They Are Premium Givers!

They have bought good will by the easiest and most direct route and converted it into an instant, persistent and permanent buying power. You can do it too. **THE NOVELTY NEWS** can tell you *how*, *what* to use, and *where* to buy it. It is the *premium paper*—a text book on methods, materials and sources of supply. It is the world's market place for novelties, souvenirs, premiums and scheme advertising and marketing propositions. Send 50 cents for a three months' trial subscription—or better, \$2.00 for a year's subscription. If not satisfied your money back—cheerfully. No free samples. A book of 167 pages covering the psychology of gift advertising goes as a premium with a yearly subscription.

The Novelty News

"The Premium Paper"

213 South Market St., CHICAGO



GUARANTEED circulation of ten thousand copies a month; a record of steady increase in new subscribers at \$1 per year, 3 years at \$2, and over eighty per cent. renewals

of old subscriptions, make this magazine a live advertising medium for things of interest to men.

☐ Send for sample copy of February "Big Business" Number containing the remedies suggested by twelve of the country's foremost men in overcoming the trust evils, and showing editorial excellence.

☐ March forms close February 15th.

☐ Rates on application.

☐ Standard magazine size.

CASE AND COMMENT

Rochester, N. Y.

fungsamt—the Royal Laboratory for Testing Materials at Gross Lichterfelde, near Berlin. The examination would cost but little and might explain the mystery.

As a manufacturer, the Saxon was convinced that he knew more about cravats than any scientist in any government testing laboratory, and that his trained eye and his sensitive thumb were more to be relied upon than lenses and chemicals. Still he consented. Samples of the Prussian and Savon cravats were sent to Gross Lichterfelde. Two weeks later he received a formal report. His own cravats were pure silk. The Prussian's cravats were half genuine silk and half artificial silk (nitro cellulose). A chemist and a microscopist, neither of whom had ever made a cravat in his life, had not only discovered in an hour or two a deception that a manufacturing experience of thirty years had failed to note, but even revealed what particular process had been used in making the artificial silk employed.

THE TECHNICAL PROBLEMS OF COMMERCE

It would not be difficult to relate a hundred instances such as this, all of them typical of the work done at the most remarkable testing laboratory in the world. At Gross Lichterfelde I saw not only cravats undergoing a rigorous scientific investigation, but chains, girders, paper, textiles, wood, dyes, copper, rubber, ink, typewriter ribbons—almost every kind of material that is used in our daily lives. Sometimes, as in the case of the Saxon manufacturer of cravats, the manufacturer was puzzled by a rival's success; sometimes he found himself with oxidized metal or faded goods on his hands, unable to discover the cause of the defects; sometimes he thought the customs officers had wrongly appraised his importations, because they had misjudged the character of the material; sometimes he wanted to know which of several raw materials should be employed for a specific purpose and was unable to decide himself.

The Royal Laboratory for Testing Materials works hand in hand with the German industrial. For a sum of money that must seem slight to Americans it places at his command a staff of 222 men, seventy-two of whom are technically trained and the highest authorities in their respective departments of science. These men have at their disposal an equipment that includes the best obtainable apparatus for testing and analyzing any given material.

In Germany, indeed in Europe, the Laboratory is regarded as a court of last resort in matters involving the application of science to business. It is frequently difficult for a scientific man in the employ of a large corporation to deliver an absolutely impartial opinion on his firm's product. Inevitably there is a tendency to underestimate the products of a rival manufacturer and to view his own with favor. There is no such tendency in the Royal Testing Laboratory. Every chemist, every engineer, every microscopist, every physicist, is a Government official, and, as such, he is enabled to assume an absolutely impartial and judicial attitude toward the problem given him for solution.

Indeed, impartiality is insisted upon, not only in the testing and examination of materials, but also in the phrasing of the reports submitted to an application for information. The manufacturer who can use one of the Royal Testing Laboratory's colorless opinions for advertising purposes would be miraculously ingenious. To restrain him, however, from exercising too freely what average ingenuity Nature has endowed him, and to prevent him from quoting with approval a report which is many years old and not at all applicable to his present goods, the Director of the Laboratory refuses to furnish certified copies of opinions more than one year old, and sometimes goes to the trouble of checking up advertisements in which reference is made to the favorable opinion of the Royal Testing Laboratory.

1911 THE BANNER YEAR 1911

For The Chicago Record-Herald ADVERTISING

During 1911 The Record-Herald contained a total of 24,480 columns of advertising, the largest amount ever published in this paper in any one year.

A GAIN OF 2,091 COLUMNS

over the year 1910. This is not only the largest gain for any one year in the history of The Record-Herald but a far greater gain than that of all other Chicago morning papers combined. Following is a statement of the advertising gains and losses of all Chicago morning papers for the year 1911:

The Record-Herald .. Gain 2,091 Cols.
The Tribune Loss 1,282 Cols.
The Examiner Gain 1,405 Cols.
The Inter-Ocean..... Gain 75 Cols.

The above advertising figures are furnished by the Washington Press, an independent audit company.

CIRCULATION

All unsold and returned papers, all exchanges and copies furnished to employees and advertisers are deducted in determining the net paid circulation of The Chicago Record-Herald.

The Sworn Net Sold Circulation of The Record-Herald for 1911 was as follows:

Daily Average Net Sold.....200,132
Sunday Average Net Sold.....213,690

This is by far the highest average net sold circulation, daily and Sunday, for any year in the history of the paper showing

A Daily Average Gain of52,017
A Sunday Average Gain of25,194
Over the Year 1910

During the year 1911 the Association of American Advertisers and the Auditing Department of N. W. Ayer & Son certified to the circulation of the Record-Herald.

THE CHICAGO RECORD-HERALD

New York Office, 710 Times Bldg., J. B. Woodward, Rep.

You can't go far wrong if you select for your advertising a magazine that has a purpose behind its editorial policy.

PHYSICAL CULTURE

has a vital reason for existence. It teaches that health can be attained if properly sought for and explains how. It is a constant source of life-giving information and is recognized as such by its readers.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation
Brings Returns

In order that the Laboratory may keep in close touch with industrial developments, members of its staff are sent from time to time to factories in order to study the exact manner in which textiles, cement, paper, ink, and the like are made. Thus, when it was decided to elaborate the equipment for testing caoutchouc and electric insulators, the exact manner in which rubber goods are made industrially was carefully studied, so that machinery could be designed which would enable a chemist or physicist to determine those facts which would be most useful to a rubber manufacturer.

What manufacturer, for example, can tell definitely whether or not rubber goods should be stored in moist or dry rooms; whether that room may be indifferently hot or cold, dark or light; whether a rubber strip should be stored stretched or unstretched? These and similar questions Gross Lichterfelde will soon answer for him definitely, as the result of a long series of most practical experiments.

German manufacturers have not been slow to recognize the immense value of a government laboratory which solves for them the technical problems of commerce. A number of manufacturers of electrical insulating materials jointly supplied the necessary funds for a painstaking study of insulating materials and of the insulating properties of rubber substitutes. The many compositions submitted were tested at various temperatures to determine their readiness of manipulation in the factory; their behavior under tension, torsion, and traction; their hardness; their ability to withstand exposure to weather and chemical corrosives. When the results of these studies are published, the Society of German Electro-Technicians will frame specifications for electric insulating materials, in which for the first time some admirable substitutes for rubber will receive their due.

How very impartial is the attitude assumed by the Laboratory is apparent when it is considered that manufacturers of competing materials may appeal for scientific information to Gross Lichterfelde at the same time. Sand-lime brick and clay brick are competitive building materials. Yet a powerful association of sand-lime brick manufacturers and an equally powerful association of clay brick manufacturers simultaneously consulted Gross Lichterfelde for the purpose of improving their respective bricks. The comparative tests which were made proved immensely valuable to both associations and gave the ultimate consumer a far better building material than he would otherwise have been able to purchase.

Perhaps the Laboratory has done its most efficient work in co-operation with the technical associations of Germany—associations of engineers, manufacturers and technical men. Thus in conjunction with the Society of German Cement Manufacturers, the Laboratory conducted an exhaustive investigation which has resulted in a scientific standardization of Portland cement, and has definitely settled such nice points as the influence of high temperature on concrete, the effect of copper, lead and zinc on cement, and the comparative merits of Portland cement and iron slag Portland cement. Similarly, in co-operation with the Society of German Bridge and Structural Iron Builders, a painstaking study of the strength of rivets in steel girders was made.

MAGAZINES CONSOLIDATED

The Modern Priscilla Publishing Company, Boston, announces the consolidation, March, next, of the two magazines, *The Modern Priscilla* and *Everyday Housekeeping*. *Everyday Housekeeping* was purchased by the Priscilla Company somewhat less than a year ago, and in making the consolidation they state that it is desired to give the magazine a practical housekeeping value.

P. L. Atkinson, of the *Woman's World*, has returned to the Munsey organization.

THE EDUCATIONAL LECTURESHIP FOR THE CLUBS

The educational committee of the Associated Advertising Clubs of America, to supplement the standard and intermediate courses, now offers an educational lectureship which will be in direct charge of the following members of the committee: William H. Ingersoll and Llewellyn E. Pratt, New York; Raymond T. Carver, Milwaukee, Wis.; Ralph E. Sunderland, Omaha, Neb.; A. L. Shuman, Fort Worth, Tex., and St. Elmo Massengale, Atlanta, Ga.

The men and terms at which they can be secured by the clubs follow:

Prof. Frank Parsons, of the New York School of Art. Available for two weeks in February and two weeks in April for five lectures per week. Terms, \$25 per lecture and expenses. His subject is, "The Design and Arrangement of Advertisements."

Dr. S. S. Butler, University of Wisconsin. Available until June 1 on Friday of each week for engagements not over twenty-four hours' travel from Madison, Wis. Terms, \$25 and expenses per lecture. Dr. Butler's subject is, "Printed Salesmanship."

Prof. Colin A. Scott, head of the department of education and psychology, Tufts College. Available for lectures in New England and New York state. Terms, \$25 and expenses per lecture.

Prof. Scott's subject is, "Principles of Appeal and Response."

The Rev. George Wood Anderson, pastor of the Union M. E. Church, St. Louis, Mo. Mr. Anderson will be available for ten days and he will probably have to limit his travels to a territory in the Middle States. He is a member of the educational committee and has prepared a lecture along the lines of his Boston address which he will give to such clubs as may invite him without charge except expenses.

H. Walton Heegstra, advertising manager of the John V. Farwell Company, Chicago, Ill. He is also a member of the educational committee and has made a special study of retail advertising and of the best method of training clerks to support and strengthen a retailer's advertising. He will deliver the lecture free save for expenses.

A stereopticon lecture which may be used by the clubs during February and possibly March is being prepared by the committee. The slides show the various comprehensive charts and pictures of the Advertising Efficiency Exhibit of the New York Business Bourse, the greater part of which was shown at the Boston convention.

The association defrays the entire expense of the lecture and slides except that each club will be expected to pay express charges both ways and a fee of \$5 to cover breakage, wear and tear, etc.

Advertising That Produces Sales

Must have circulation that goes where it is effective. There is absolutely no padded circulation to

TISSUE ADVERTISING

We prove our circulation to your satisfaction—prove that it produces results—prove that no other form of advertising costs so little and accomplishes so much. You get just what you pay for, and in the territory wanted.

WHY IT PAYS

Tissue advertising goes everywhere and always commands attention—in the home—in the factory, hotels, railroads, steamboats. Drug stores sell the Tissue rolls, and the message they carry is read.

We shall be pleased to show you where Tissue Advertising will make money for you—to quote you prices—to show you the advantage of Tissue Advertising. Drop us a line.

THE TISSUE COMPANY, 505 Pitt Bldg., CLEVELAND, O.



1847 ROGERS BROS

X S
TRIPLE

VINTAGE
PATTERN

"Silver Plate that Wears"

The famous trade mark
1847 ROGERS BROS. guarantees
the heaviest triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



The Little Schoolmaster's Classroom

The piano dealer who has preferred to do business the better way has been confronted by perplexing problems. Says such a dealer: "It is well enough to preach that honesty is the best policy; that the one-price system is the right thing; that you ought to make a price and stick to it; but what is a reputable dealer going to do when his competitors are giving out coupons and certificates by the handful and cutting prices to everybody? We hate to do business in a cheap way, but we also hate to stand by and see good business lost to us by such tactics; if we don't cut, we lose the business in a great many cases."

This troubled dealer went on to say that recently he felt sure that a good sale would be made either by him or by a competitor that conducted his business along somewhat better lines than many of the cut-price piano houses. So the two got together and agreed that, inasmuch as the sale apparently lay between them, they would fix on certain prices for certain instruments and stick—letting the man who proved to be the best salesman get the sale.

"And what do you think?" asks this dealer who has related his troubles to the Schoolmaster. "He made the sale all right, but I was not long in finding out that he cut his price fifty dollars below the figure we had agreed on."

The Schoolmaster believes, and the dealer finally agreed with him, that the reputable piano dealer must decide whom he will serve. It is too much to hope that he can make a strong appeal to all classes of piano buyers; therefore, he must decide whether he will be one of the certificate-giving, price-slashing catch-as-can crowd or come out strong as the fair-profit, one-price reliable piano house of his city and stick to that policy, though for a

while it may seem to be a losing game. In the long run, he is more than likely to cut out a distinctive position for himself. Certainly in every city there should be room for one such dealer, one in whom the better class of piano-buyers will feel full confidence and be willing to pay a good price because of that confidence. As Nathaniel Fowler, Jr., has well said, policy is one of the great essentials of business, and a good policy, if maintained, will in time become a stronger appeal than any selling point of any piece of merchandise an advertiser may have. Often when there is really no difference in goods, the buyer will much prefer to deal with a certain merchant. Why? Because there is a policy, an atmosphere to one house that another lacks.

Few dealers can become monopolists; competitors can buy very nearly as good varieties and offer very nearly as good prices. The thing that will make a given advertiser stand out, therefore, is that intangible and almost indescribable thing known as the policy, the character, or the atmosphere of the firm.

* * *

It would be a fine thing if merchants generally would take a lesson from a prosperous Eastern bank. Long ago the officers of that bank got together and said to themselves: "Now, see here, practically all banks, generally speaking, offer the same accommodations to depositors and borrowers that we do. We are regulated by the same laws. Other banks are just as favorably situated as we are. But we must stand out; we must have individuality. How?"

And they decided that courtesy was to be the watchword; they set to work to have everybody in the bank, from janitor and office-boy up, look out for courtesy—

genuine, unfailing courtesy. It was preached in the weekly meetings of the bank employees. Even the elevators of the building reflected it, for the notice that passengers see as the elevator starts up is "What floor, please?" Has the policy paid? It has. A million increase in deposits in one year tells the tale. And now there is an atmosphere about the bank that is likely to bring it millions more.

* * *

A correspondent seems to think that the new-comer in the advertising field has a rather restricted opportunity according to a recent PRINTERS' INK editorial. Not at all; positions of assistant to advertising managers connected with large interests afford the new man a fine opportunity to cut his spurs. Some of the national advertisers have turned out a handful of strong young men who, by reason of their experience with such advertisers, have been able to acquit themselves with great credit. Besides,

there are very many advertisers whose interests are not large, who do not feel that they can afford to pay the salary that an advertising manager of considerable experience requires; those positions afford fine opportunities for the new man of the right sort to try himself out and acquire invaluable experience.

The beginner in advertising work sometimes thinks that the employing world is against him, just because in most cases the advertiser wants experienced men. But the new-comer in this field merely faces what the new-comer in every field faces, whether it be stenography, book-keeping, electricity, law, architecture, medicine, or what not. It is only natural that there should be a greater demand for the experienced than for the inexperienced; it is right that it should be so; it would be unfair if the man of ten years' rich experience did not have an advantage over the man of little or no experience.

Established 1883

Atoz Printing Company

South Whitley, Indiana



Large Editions Exclusively

**Facilities Unsurpassed for Printing
Booklets and General Advertising
Literature for National Distribution**

Money Saving Suggestions

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life Insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

J. A. Steele, Winthrop Steele,
170 Broadway, New York

Plant Dollars in Wisconsin

The richest soil never produced a more abundant crop than does The Janesville, Wisconsin, Daily Gazette return for the publicity investment made in its columns.

Hard times unknown.

Diversity of income makes sure ready money.

More than \$1,000,000 a year from two products, tobacco and sugar beets.

This paper co-operates with the advertiser.

Over 6000 daily circulation.

Ask for detailed circulation map from

JANESVILLE DAILY GAZETTE

Janesville, Wis.

Or M. C. WATSON, 34 W. 38d St., New York City.

Or A. W. ALLEN, 1507 Tribune Bldg., Chicago, Ill.

PACIFIC BUILDER & ENGINEER

Only Construction Journal
in the Northwest

Guarantees a circulation of 3,182 weekly. Reaches Engineers, Contractors, Architects, Executives—who either buy or specify the kind of material, equipment, machinery or supplies to be used in Northwest building and engineering construction or industrial development work. Rates on request.

PACIFIC BUILDING CO. SEATTLE

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

But it is certainly true that all experienced men were once inexperienced; that they somehow found a foothold and a way to climb. Others will find the way, too, if they have the same good general qualities that experienced men had in their early days.

Not only are the two avenues already mentioned open to the recruit, but he often has opportunity, before giving up his old job and plunging into the advertising field, to do spare-time work on small advertising undertakings that experienced men will not bother with—undertakings that, though small, yield some money and experience that will make bigger experience the easier to acquire.

* * *

"Smiling Joe" is ill again. The advertising world will long remember the picture of this little Cherry street boy whose hopefulness did not vanish through the years that he was strapped to a board, and whose pictures gave the human touch to advertisements that quickly brought \$257,000 for the Seaside Park Home, which was planned for such as Joe. Those were famous charity advertisements, and justly so. Talk about the value of the smile! Joe's was no artist's made-to-order creation. It had the Quaker Oats smile beat a mile. It was the real article. Here's hoping that Joe will recover from his relapse, live many, many long years, and smile all the while.

* * *

Speaking about books and booklets for dealers: with its characteristic aggressiveness and progressiveness, the National Cash Register Company has put out a book on window displays, giving such good general information and illustrations for the carrying out of this important work, that the merchant cannot fail to appreciate and give attention to the instruction. Of course a great deal of good publicity is gained for the National Cash Register, but the register doesn't dominate the booklet; it is not necessary that it should.

HOW TRADE PAPERS AND MAGAZINES CAN WORK TOGETHER

CERTAIN PERCENTAGE OF NATIONAL
ADVERTISING APPROPRIATIONS
SHOULD GO INTO TRADE PAPERS—
TRADE PRESS CAN EASIER WORK
WITH THE MAGAZINES THAN
AGAINST THEM

The following is a portion of
an address delivered before the
Grocery and Allied Press Asso-
ciation by Richard H. Waldo,
advertising manager of *Good
Housekeeping Magazine*:

The trade press must become
known to and understood by the
great general publications. The
solid hold of the one on the pro-
gressive retailer must take advan-

tage of the powerful, at times ir-
resistible, influence of the other
on the consumer.

Our average publication man in
the general field has the very
strong impression that trade pa-
pers are chiefly conducted with a
view to opposing consumer ad-
vertising. It would be a fine thing,
indeed, if we could all know the
truth in this matter. If we all
knew of the great amount of space
given by trade papers to really
helpful advice to the retail mer-
chant we should have a better vi-
sion of the work they are doing.

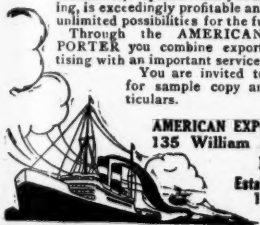
The active field men of the
great consumer publications
should be made aware that such
work is going forward in the
trade press. Such knowledge
would, in a very brief while,
bring them to the doing of one

Are You Developing Your Export Markets?

There is not a more important part of a manu-
facturer's business than his Foreign Trade. It
offers a means of relief from quiet domestic
conditions, responds readily to advertising,
is exceedingly profitable and offers
unlimited possibilities for the future.

Through the AMERICAN EX-
PORTER you combine export ad-
vertising with an important service.

You are invited to write
for sample copy and par-
ticulars.



AMERICAN EXPORTER
135 William Street
N. Y.
Established
1877

Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional
filling space. Always clean. Don't show
finger-marks. All colors—plain or printed
as desired. Only Tip in one piece. All sizes.

Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

L. G. & W. S.

ILLUSTRATIONS—

drawings that translate
the selling talk into pictorial
language—the oldest, straight-
est, strongest form of appeal.

We make Illustrations!

LAMBERT CUENTHER
and WALTER SMITH.
ADVERTISING ILLUSTRATIONS
BY WRITING and PRINTING
37 East 28th St., NEW YORK.

PROPRIETARY MEDICINE REPRESENTATIVES

We solicit correspondence
with manufacturers of Ameri-
can or "English" proprie-
tary medicines who are de-
sirous of obtaining efficient
representation as well as su-
perior manufacturing and
shipping facilities for the
Dominion of Canada. The
Canada Representatives, Lim-
ited, Toronto, Ontario.

thing which particularly needs doing in behalf of efficient advertising.

Show the retail merchant that it is hopeless to fight parcels post on the one hand, and on the other fail to give the consumer what is wanted. Show him that carrying well-advertised goods will go far to offset the mail-order tendency. Show him that it is the public at large—the average customer of the average retailer—that has brought the demand for parcels post to its present power. Continue the splendid work that many of you are doing in hammering Personal Service, Quality Service, at them. Drive home to them the many phases of such service. Such service makes a great appeal to the American public, especially the American woman. Fully ninety per cent of the average family's money will always be spent where satisfaction in service rather than cutting of prices is made the magnet.

I can show you a merchant in an Indiana town of about 3,000 population, in the center of a farming community, who has an annual business of close to \$200,000, built from nothing at all in seven years. How did he do it? By featuring advertised goods, especially those advertised in certain of the great consumer publications. He writes me that over sixty per cent of his business is on these lines, and that he turns this part of his stock six times a year.

Do you think such a man dreads the parcels post? Hardly. He has hitched his chariot to the star of national advertising in the great magazines, and owns his own trade.

WHO SHOULD BE THE PIONEER

Should pioneer work of this kind be done by a woman's class publication? Isn't it distinctly the province of the trade press to be the medium of interchange for ideas among retail merchants? Is it advisable that the complimentary letters, the friendly expressions of approval—all the many tokens of appreciation for service rendered—should go clean over

the heads of the trade papers to a consumer's magazine?

Some things a consumer publication may do which the trade press may not. It can offer a complete cut and copy service, without charge, specially prepared for each line of merchandise, at a high average cost for each set. It can establish a roll of honor of well-kept, cleanly run stores and make them known to the women of the nation. It can call on these same women to co-operate with it in making such stores profitable to their owners. These things and others of the kind are strictly for a magazine to do, but it would delight my heart to "Render unto Caesar the things that are Caesar's", to see the marvelous possibilities of trade papers utilized as they might be in becoming the leaders in this great work, rather than the led.

The trade press, in its window-dressing service, store hints, advice to clerks—in all the many effective means which it uses for actually getting to its readers—seems to a magazine man to have overlooked its greatest opportunity.

There is no column, apparently, for stories of success with nationally advertised goods; there are no strong suggestions for window and store display of the goods for which the national magazines are creating new and increased demands; there is no advice to the retail merchants as to which goods are actually being advertised and which are four-flushing. In brief, it is singularly difficult to find recognition by the trade press that advertising through publications whose combined circulations run into the tens of millions has an actual value for the progressive retailer in every locality.

Now, just a word in closing. If our hoped-for co-operation works out, remember to take the bushel off your light. A moderate campaign in *PRINTERS' INK, Advertising and Selling, Standard Advertising*, would, with such a story to tell as I have outlined, bring returns to a degree that you little imagine possible.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 25 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

LET us write your copy, make your illustrations, buy your space—no matter what your business, or where located. Follow-up letters. Booklets. Economy for you down to the last notch. We'll dig right in the moment you send data. 15 years at it.
E. R. HURLBUT, Advertising
208 Bulletin Building, Philadelphia

ADVERTISING AGENCIES

CLASSIFIED ADS—Ask for lists or estimates. **KLINE AGENCY, Cleveland, Ohio.**

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies
THE
Beers Advertising Agency
is the one to consult
THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER CO., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

ADVERTISING NOVELTIES

ARTICLES of personal usefulness that tell your ad message in an unforgettable way to men, women and children. State nature of business. **FREE SAMPLES.** **BASTIAN BROS. CO., Rochester, N. Y.**

BILLPOSTING

8¢ Posts R.I.
Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency.....Providence R.I....

BUSINESS OPPORTUNITIES

BUSINESS LETTERS, crisp, concise, consequently contagious. **FRANCIS I. MAULE, 401 Sanson Street, Philadelphia.**

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS, Coin Card Department, 60 Murray St., New York, N. Y.**

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

HELP WANTED

ADVERTISING Representative for New York territory on commission. **Pacific Builder & Engineer, Seattle.**

WANTED—The services of a forceful writer in advertising department. Should have newspaper experience and with all forms of printing. State salary capable of earning. Box 67, West Chester, Penna.

SALESMAN WANTED FOR SYNDICATE FASHION AND FEATURE SERVICE. Only experienced man of previous connection with reputable syndicate. Address Box No. 284, care of Printers' Ink.

WELL established Advertising, Engraving and Printing Agency has an exceptional proposition for a "Cracker-a-Jack" Salesman who would like to get into the game virtually on his own account. "CONFIDENTIAL," care Printers' Ink.

WANTED: COMMERCIAL RETOUCHER

for high class of work, by artist with select clientele, in one of best cities in the East. Salary measured by ability—steady job. Write full particulars.

"E. G. G.," care of Printers' Ink

WANTED: ADVERTISING MAN

We have a vacancy for a young man who can get business in New York City for an old, established monthly magazine. Active connections with the best agencies will be a requirement. Preference will be given to a young man out to make good and ready to prove he can do it. He must have gumption, grit and energy and the ability and force to make the other fellow "see it." If you believe you are the man, write us to-day about yourself. Box 112, care Printers' Ink.

NAMES

MAIL ORDER HOUSES CAN OBTAIN NAMES of bona fide live agents. Quantities from one to five thousand. Particulars. Address P. & B. SKIRT COMPANY, Lynn, Mass.

POSITIONS WANTED

CIRCULATION MANAGER, young, up-to-date, competent to make success with distribution and promotion of any good live paper, wants change. Now in large Eastern city. Address "666," care of Printers' Ink.

WANTED—Position as stenographer by young lady with nine years' experience. Have had change of orders, filing and correspondence. Can furnish excellent references. Address "COMPETENT," Box 53, care of Printers' Ink.

ENGLISH ADVERTISING MAN

age 38. Member Sphinx Club. London, P.M. P.Z. Capable organizer; 10 years' successful experience; forceful copy writer; writer of prospectuses which sell Company Stock, and believer in results being the only true test of advertising, seeks position with Agency, National Advertiser, Mail Order House, Department Store, Railroad, Development Company, Financial House or Firm of Exporters requiring market in Britain or Colonies. Write to "THOROUGH," care of Printers' Ink.

YOUNG MAN (21) experienced in advertising agency business (order and billing departments). Competent, rapid and accurate worker. Would be pleased to hear of opening giving promise of rapid advancement based upon merit. Address "Box A. X.," care of Printers' Ink.

ADVERTISING AND SALES MANAGER, ten years' successful experience with big manufacturing concerns in machinery and mechanical products, open to proposition. Now employed. Formulator of successful sales plans and forceful writer of business bringing literature. Has initiative, energy, and keen business judgment. A result producer in any way. Address "MACHINERY," care of Printers' Ink.

Classified Advertising Manager age 34, married, several years' experience, at present employed, desires to effect a change. Prefer connection with newspaper in city of not less than 200,000. Have had marked success in building up classified advertising at a minimum cost. A record for the past year unequalled and can prove it. Address Box 777, care of Printers' Ink.

The Little Schoolmaster says:

"Men with a technical training of any specified kind are not plentiful in the advertising field."

My two years' experience in railroad engineering and construction work, coupled with a knowledge of advertising, should make me a valuable aid to some manufacturer or firm. "ADV. ENG.," care of Printers' Ink.

A MAN—HIS AD

THIS MAN has done everything about a magazine except set type, and having developed considerable interest and ability in the advertising line, wishes to enter it actively as copy writer. His mechanical and editorial experience gives him a thorough knowledge of things typographical. Having been associate editor of one of the leading automobile papers, he is intimately acquainted with automobiles and their accessories. Ideas plus and some small experience sum up his qualifications in the purely advertising field. He is willing to work for a fair living salary until he "makes good." He may be reached by addressing "WARD," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 60 Murray St., N.Y.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' Ink a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 22,615. Best advertising medium in Alabama.
Montgomery, *Advertiser*, net av. year 1911, Dy. 17,669; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, 26,322.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,729; average for 1910, 7,801.
Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,729; 1910, 7,873.
New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,753, 5c.
New Haven, *Union*. Largest paid circ. Av. year 1911, 17,993 daily. Paper non-returnable.
Norwalk, *Evening Hour*. Average circulation 1910, 3,627. Carries half page of wants.
Waterbury, *Republican*. Examined by A. A. regularly. 1911, Daily, 7,512; Sunday, 7,559.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average 1911, 87,797 (©). Carrier delivery.

FLORIDA

Jacksonville, *Metropolis*, Dy, '11, 15,083; Dec., '11, 15,267. E. Katz Sp. A. A. N. Y. and Chicago.

ILLINOIS

Chicago *Examiner*, average 1910, Sunday 634,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327.
Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.
Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average 1911, 12,805. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,331. "All paid in advance."
Des Moines, *Register & Leader* (av. '10), 35,663.
Evening *Tribune*, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.
Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,436.
Washington, *Eve. Journal*. Only daily in county. 1,956 subscribers. All good people.
Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 6,919. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me.
Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,626. Sunday *Telegram*, 12,613.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Dec., 1911, 77,102.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.





Boston, Globe. Average circulation.

Daily (2 cents a copy)

1910, 183,780—Dec. av., 186,543.

Sunday

1910, 331,878—Dec. av., 330,717.

Advertising Totals: 1910, 7,923,188 lines

Gain, 1910, 888,831 lines

2,394,108 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest Dec. of the Boston Post. Circulation averages: *Daily Post*, 569,677, gain of 14,192 copies per day over Dec., 1910. *Sunday Post*, 317,660, gain of 17,362 copies per Sunday over Dec., 1910.

Lawrence, Telegram, evening, 1910 av. 3,543. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1909, 16,639; 1910, 16,662; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot.** Aver. year, 1911, daily 10,920. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,113.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

★ **Minneapolis, Journal,** Daily and Sunday (60). In 1911 average daily circulation evening only, 78,119. In 1912 average Sunday circulation, 82,208.

Daily average circulation for

December, 1911, evening only,

77,910. Average Sunday circulation

for Dec., 1911, 82,719.

(Jan. 1, 1903, subscription rates

were raised from \$4.80 to \$6.00

per year cash in advance. The

Journal's circulation is absolutely

guaranteed by the Printers'

Ink Publishing Company.



CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 82,360. Average circulation of Sunday *Tribune* for same period, 81,323.



by Printers' Ink Publishing Company

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1911, 123,829.

NEBRASKA

Lincoln, Deutsch-American Farmer weekly 140,231 for year ending Dec. 31, 1910.

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 9,988 average year 1911.

Camden, Post-Telegram. 10,418 daily average 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1909, 20,370; '08, 21,326; '07, 19,062; '10, 19,338; 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1911, 18,351. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 9 months, 1911, 60,003.

Buffalo, Courier, morn. Ave., 1911, Sunday, 97,764; daily, 80,368; *Enquirer*, evening, 33,891.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,223.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 180,670. A. A. A. and N. W. Ayer & Son certificates.

New York, The World. Actual av. 1910, Morning, 343,168. Evening, 411,329. Sunday, 467,664.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1911, 30,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.



Troy, Record. Av. circulation 1911, (A. M., 5,322; P. M., 18,738) 24,067. Only paper in city which has permitted A. A. A. examination, and made public the report

Utica, *National Electrical Contractor*, mo. Average for 1911, 3,425.

NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

OHIO

Cuyahoga, *Evening Telegraph*. Daily average for 1910, 1,785. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 125,191. For Dec., 1911, 96,349 daily; Sunday, 129,111.

Youngstown, *Vindicator*. D'y av., '10, 15,696; laCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. Dec., 1911, daily, 41,997; Sunday, 49,722.

PENNSYLVANIA

Erie, *Times*, daily. 21,371 average, Dec., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Johnstown, *Tribune*. Average for Nov., 1911, 14,985. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Dec., 1911, 86,626; the Sunday *Press*, 176,407.

Washington, *Reporter and Observer*, circulation average 1910, 12,396; May, '11, 12,691.

West Chester. *Local News*, daily, W. H. Hodgson. Ave. for 1911, 15,542. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best medium of anthracite field for advertising purposes.

York, *Dispatch and Daily*. Average for 1911, 18,637. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 23,067 (©©). Sunday, 32,538 (©©). *Evening Bulletin*, 50,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 8,422.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily av. Aug. to Aug., 7,768. 9 mos. '11, 8,266.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,754. Examined by A. A. A.

Montpelier, *Argus*, dy., av. 1911, 3,166. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee* (eve.) Aver. Dec., 1911, 5,165. *The Register* (morn.), av. Dec. '11, 3,165.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 84,005 daily, 33,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1910, daily, 18,967. Sunday, 27,348.

Tacoma, *News*. Average for year 1910, 19,212.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average Sept., 1911, 2,931. Established over 40 years ago.

Janesville, *Gazette*. Daily average, December, 1911, daily 8,927; semi-weekly, 1,662.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average in 1910. The *Evening Wisconsin's* circulation is a home circulation that courts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee Journal* (eve.) Daily Av. circ. for 12 mos. 1911, 65,446. This is double the circulation of any other Milwaukee evening daily. Paid city circulation twice as large as that of any other Milwaukee paper. The *Journal* carried more advertising in 1911 than any other Milwaukee paper. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdal, 366 Fifth Ave., N. Y. City.

Racine, *Daily Journal*. Oct., 1911, circulation, 6,648. Statement filed with A. A. A.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,131; daily Nov., 1911, 57,064; weekly 1910, 26,446; Nov., 1911, 27,112.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1911, 22,025. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1910, 3,153.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, *La Patrie*. Ave. year 1911, 46,952 daily. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want-Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION



THE Minneapolis Tribune is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,667 lines. The number of individual advertisements published was 26,573. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

by Printers' Ink Pub. Co.



THE Minneapolis Journal, daily and Sunday, The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The *Mobile Register* (☉☉). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Daily average, '11, 87,613 (☉☉). Delivered to nearly every home.

ILLINOIS

Bakers Helper (☉☉). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The *Indiana Printer*, Chicago (☉☉). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (☉☉). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston. Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (☉☉). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (☉☉) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (☉☉). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (☉☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York Herald (☉☉). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

The *Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The *Evening Post*." —Printers' Ink.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The *New York Times* (☉☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☉☉), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (☉☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Dec., 1911, sworn net average, Daily, 88,624; Sunday, 176,407.

THE PITTSBURG DISPATCH

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉☉), only morning paper among 600,000 people.

TENNESSEE

The *Memphis Commercial-Appeal* (☉☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The *Seattle Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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"Printers' Ink" Helped to Induce Them To Advertise

New York, January 18th, 1912.

"Printers' Ink" Publishing Company:-

Let "Printers' Ink" come to us for three years. We need it and it is worth the money. If for no other reason than that it helped to induce us to advertise, we are grateful.

Unquestionably the best "Buy" in the market today is "Printers' Ink".

GEORGE H. BURR & CO.,
Chas. E. Merrill,
Manager Bond Department.

Printers' Ink invites more evidence of this kind from persons who have swung into the advertising columns as a result of reading "The Little Schoolmaster."

We know there are many more such cases. Some we already have record of. Others we have heard of indirectly.

Printers' Ink has among its paid-in-advance subscribers not only the old and

great advertisers, but also concerns that have just begun to "think advertising" and to wonder how they can apply this great motive power to their particular business. There are more subscribers of this kind than ever before in Printers' Ink's history.

How has Printers' Ink helped you? Let's have a little informal experience meeting.

Printers' Ink Publishing Co.
12 West 31st Street New York City

YOU must have noticed the growing tendency among large advertisers to employ agencies that "specialize"—just as lawyers are chosen.

Certain agents are chosen because they are most familiar with conditions in certain lines of trade.

Newspaper advertisers prefer an agency that handles a large volume of newspaper business. Magazine advertisers choose a "magazine" agency. This is simply working along lines of least resistance.

Every argument in favor of this practice only strengthens our contention that advertising in Canada can only be done to best advantage through the Gibbons organization. Just as other efficient agencies specialize in their particular fields, so do we specialize in ours.

WE KNOW CANADA.
Write us.

J. J. GIBBONS Limited
CANADIAN ADVERTISING
Newspaper, Trade Paper and all Outdoor Advertising
TORONTO CANADA MONTREAL

Cable Address: "Gibjay," Toronto

Cable: A. B. C., 5th Edition

One of our clients is in a position to provide efficient representation as well as adequate manufacturing and shipping facilities for

High-Class Proprietary Articles

desiring to enter the Canadian market under the most favorable conditions. Write us about it.

Some J. J. Gibbons Advertising:—

Sunlight Soap
Fry's Cocoa
Underwood Typewriters
Victor Gram-o-phone
Packard Motor Cars
Force
National Cash Registers
Regal Shoes
Thermos Bottle
B. D. V. Tobaccos
Catesby Clothing
"Black and White" Whiskey
Regal Lager
City Dairy
Boxer Wallpapers
Davies' Canned Foods
"Magi" Mineral Water
Muskoka Lakes
Vinolia Toilet Goods
"Ideal" Metal Beds
Fido Polishers
Premier Separators
Dominion Organs and Pianos
Pedlar People Limited
Edwardsburg Starch
Crompton Corsets
Page Wire Fences
Hanson Campbell Co.
Canadian General Electric Co.
Semi-Ready Clothing
Rogers Cement
Drummond Dairy Supplies
Lifebuoy Soap
St. Charles Cream
Library Bureau
Beld's Neckwear
Comfort Lye
"Perfection" Scotch
London Feathers
M. L. Paints
Oxford Underwear
"Healatta" Soap
White Horse Whiskey
No. Electric Rural Telephone
Cookshutt Flow Co.